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MEDICAL
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ECONOMICS

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Business Magazine for the Medical Profession



EWING GALLOWAY

Vol. V

January, 1928

No. 4

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**Sending the Cancer Patient to His Doctor
A New Course or Two for the Medical Faculty
The Name, Please?**


Compound Syrup of Hypophosphites

TRADE "FELLOWS" MARK

Maxima cum cura commixtus semperque
idem.

Compositio prima ante alias omnis.

The Standard Tonic for over 50 years

Reject  Cheap and Inefficient Substitutes
Preparations "Just as Good"

Samples and Literature on request

Fellows Medical Manufacturing Co., Inc.

26 Christopher Street

New York, U. S. A.

MEDICAL ECONOMICS

H. Sheridan Baketel, A.M., M.D., Editor

Harold S. Stevens, Managing Editor

Merryle S. Rukeyser, Financial Editor

Lansing Chapman, Publisher

A reassurance to contributors

Physicians sending letters or articles to the editors frequently add the request, out of modesty or otherwise, that their names be omitted from publication. Because of the nature of much of its material, MEDICAL ECONOMICS has made it a policy not to publish the name of any physician-contributor without express permission to do so.

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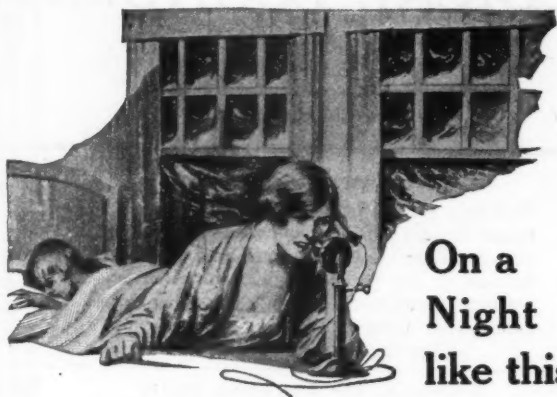
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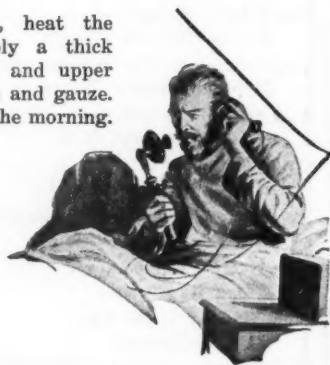


**On a
Night
like this!**

**Yes, Doctor, we have Antiphlogistine
in the house, thank goodness!**

*All right, Mrs. Brown, heat the
Antiphlogistine and apply a thick
poultice over the throat and upper
chest. Cover with cotton and gauze.
I'll call the first thing in the morning.*

**DOCTOR, have your
patients keep Antiphilo-
gistine in the home—
ready for emergencies.**



**THE DENVER CHEMICAL MFG. CO.
NEW YORK, U. S. A.**

**Laboratories: London, Sydney, Berlin, Paris, Buenos Aires,
Barcelona, Montreal, Mexico City**



Fack-ne Thermometers— True Alike to Physician and Patients

Because of the frequency with which you use it, your thermometer easily holds first place as an aid to diagnosis and guide to treatment. Its known accuracy is the very corner-stone of confidence and safety in so many of your professional proceedings that you would not sanction a day-to-day variation of even one-tenth degree if you had any reason to suspect it.

It is this vital matter of permanent precision that has held Faichney Thermometers pre-eminent for 35 years. Their unflinching reliability is accepted by the medical profession and places them far above and beyond thermometers of obscure lineage.

When you buy a Faichney you are buying thermometer history. Let your next thermometer be the "Fack-ne" Twin—a clinical and a rectal, both in a distinctive fountain pen case.

THE CASE

A rich deep red with black band at top and bottom and equipped with a 10-year gold-filled pocket clip.

THE TWO THERMOMETERS

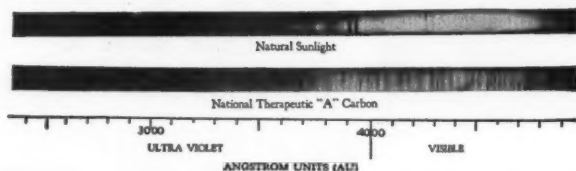
Absolutely guaranteed for precision. And "Faichney's Improved" do not break easily. They are made of specially tempered glass, an exclusive Faichney process. The Watertown Bulb registers quicker because a larger surface is presented to the tissues. The Rectal Thermometer is identified by a colored glass ball fused on the top.



\$4.00

At your Dealers

Sunshine at your command!




Use the Carbon Arc Lamp with National Therapeutic "A" Carbons

THE Bureau of Standards has investigated various artificial illuminants and has found that the carbon arc is the one which most closely approaches the spectral energy distribution of the sun. (See Letter Circular LC. 225—March 5, 1927.)

With the carbon arc lamp and National Therapeutic "A" Carbons you now have sunshine at your command, under perfect control for use at any time. The spectrograms illustrated above tell the story.

National Carbon Co., Inc., has perfected nine types of Therapeutic Carbons to cover the complete range of requirements in Light Therapy—from the extremely short ultra-violet rays to the long infra-red rays. Any of the various light conditions required can easily be obtained with a single carbon arc lamp by simply inserting the proper type and size of National Therapeutic Arc Carbons.

Write for booklet, "National Therapeutic Arc Carbons," giving full specifications and spectrograms. Sent free to physicians and hospitals. National Therapeutic Arc Carbons are made in types and sizes to fit all Therapeutic Arc Lamps, are highly polished, clean to handle and are obtainable from arc lamp makers and physicians' supply houses.

NATIONAL CARBON COMPANY, INC.
Cleveland  San Francisco

Unit of Union Carbide and Carbon Corporation



Ready for any Emergency

WITH a Bard-Parker Knife, you can have a new razor sharp blade always ready for immediate use. And you can buy two new Bard-Parker blades for the cost of resharpening one ordinary scalpel.

No. 3 handles—\$1.00 each. No. 5 handles—\$1.50 each. Blades—half dozen of a size per package—\$1.50 per dozen.

Set No. 104

One No. 3 handle and six each of Nos. 10, 11, 12 and 15 blades in leather case—\$5.75.

Bard-Parker products sold direct to consumers through authorized Agents—located in principal cities of the United States and Canada.

BARD-PARKER COMPANY, INC.
150 Lafayette Street, New York, N.Y.

The "THERAPEUTIC INDEX" of MERCUROCHROME-220 SOLUBLE

may be broadly defined as meaning its
ACTUAL CLINICAL EFFECTIVENESS

Mercurochrome is not dependent solely on its high bactericidal powers to make it so useful clinically as

A General Antiseptic And First Aid Prophylactic

The factors that go to make up the "Therapeutic Index" are largely involved in promoting Mercurochrome's effectiveness, for this germicide is so slightly irritating that solutions of high concentration can be employed in wounds, so that there is a great margin of safety between the killing dilutions and those which come into contact with the bacteria in the body tissues. The demonstrable penetrating ability of the solution must also increase the limits of its sterilizing action beneath the superficial surfaces. The fact that the solution is fixed in the field where applied for some time should prolong the antiseptic effect and the visibility of the stain makes readily apparent just where and how much of the drug is being used. The advantages of these characteristics of Mercurochrome are quite obvious.

MERCUROCHROME in two per cent. solutions, used for first aid prophylactic purposes, is being found a very acceptable successor to Tincture of Iodine, as Mercurochrome.

Does Not Burn, Irritate Or Injure Tissue

HYNSON, WESTCOTT & DUNNING
Baltimore, Md.

MEDICAL ECONOMICS

"The Business Magazine of the Medical Profession"

Rutherford, New Jersey

Vol. V, No. 4

January, 1928

Sending the Cancer Patient to His Doctor

[Advertising scores
another Victory]

By Oliver Hoyem

THE recent cancer education campaign, which started in New York and gradually spread to the entire country, was almost without precedent in the history of public health education. It indicates a remarkable change from the attitude of the press in the time of Dana and Greeley when the word cancer was forbidden even in the obituary columns.

Beginning with a carefully planned campaign for New York City, under the auspices of the American Society for the Control of Cancer, the newspapers throughout the country quickly followed the example set by the metropolitan journals, until every state was reached by the bulletins prepared by the Society. It is estimated that 19,000,000 persons outside of New York City got an opportunity to read the bulletins, which ran for sixteen consecutive days.

In New York City alone, with its population of over 10,000,000 persons in the metropolitan area, seventeen newspapers on sixteen consecutive days carried 205

stories about cancer, covering 2116 inches of space, or 100 newspaper columns.

The subway trains and railroad trains going out of the city carried 9,750 car cards. Thirty large posters were carried in the Hudson tunnels. One hundred large posters covered billboards in the city with enough educational material about cancer to make a ribbon of cancer propaganda one mile long and twenty feet wide. Five hundred posters were displayed in other positions of prominence and 1000 cards were put up in stores.

NINETEEN meetings for the discussion of cancer were arranged for different parts of the city beginning with a big meeting at the New York Academy of Medicine on November 22, when the campaign was opened.

This meeting was addressed by H. Gideon Wells, M.D., director of medical research of the University of Chicago; I. V. Hiscock, assistant professor of public health, Yale University; Maud

(Turn the Page)

Slye, associate professor of Pathology, University of Chicago; James Ewing, M.D., professor of pathology, Cornell University; Kendall Emerson, M.D., state cancer clinic, Worcester, Mass.; E. H. Lewinski-Corwin, Ph. D., committee on public health relations, New York Academy of Medicine; and Samuel W. Lambert, M.D., president of the New York Academy of Medicine, who was the presiding officer. This big meeting served to give the campaign an impetus that was

plying for free examination, others said the increase did not necessitate increased facilities to handle the applicants. Physicians throughout the city invariably reported large increases in the number of patients who came for examination, and there were a large number of favorable comments on the value of the campaign. At Memorial Hospital the results were so unusual that a special report is being prepared. At St. Luke's six operations for early cancer were performed as



fed by a succession of smaller gatherings.

An important part of the campaign was the cooperation of fifty hospitals in New York City. The city's physicians were likewise alert, and the public was carefully told in this connection that "those who suspect they have symptoms of early cancer should go to their own family doctor, or, if they are unable to afford one, may apply for diagnosis at any of the following cooperating hospitals during the hours scheduled for examinations, Sundays and holidays always excepted."

The newspapers carried full lists of the hospitals.

While some hospitals reported large increases in the patients ap-

a result of the campaign. While it is too soon to arrive at any definite statistics, the New York City Committee firmly believes that many lives will be saved as a result.

The newspapers have long been recognized as among our greatest educational institutions. Health education is a comparatively recent journalistic venture. It has come to stay. The public probably seeks medical advice from the newspapers as early as from the medical fraternity itself. The cooperation established between two such forces as the press and the American Society for the Control of Cancer is a milestone worth noting—an amazing contribution to the

cause of public education. It is interesting to compare the daily barrage of cancer facts with the reluctance to mention cancer in print even five years ago.

It is helping to drive away the fear of cancer which has kept people silent about symptoms until the disease had spread too far. In all the bulletins the following headlines were repeated: The New Idea of Cancer; Many Cases Can Be Cured If Reported Promptly; The Time to Cure a Cancer Is When It Is Beginning.

who advertise to cure this disease be allowed to fall upon deaf ears.

The danger signals that may mean cancer are given as follows: any sore, wart or mole that does not readily heal, even though painless; any lump, especially in the breast; any irregular bleeding or discharge; indigestion that cannot be attributed to anything in particular; any irritation, particularly in the mouth.

The public is being told one of the certain things known about cancer is that, in a great majority

Here is another story of how advertising has been brought into use to save lives. Educating the public (through advertising) to watch for signs of cancer, and to submit themselves for examination in the early stages, would have been thought impossible even ten years ago. Yet here it is being done, and observe the results!

Observe also that patients are urged to see their *family physician*. "The family physician," says one of the bulletins, "is the key man. Upon him reliance must largely be placed to prevent suffering and loss of life through cancer."

On the page opposite is reproduced one of the car-card posters used in the campaign.

There were 7,033 deaths from cancer in New York City last year; there were 107,000 deaths from cancer in the United States, and the death rate is increasing steadily. Yet many lives can be saved if the facts about cancer can be given to the public.

The Society is directing its crusade to the end that the warning signs of cancer be learned and heeded by everybody; that capable medical skill be employed to deal with this malady in its earliest recognizable stages, that the reluctance which sometimes prevents people from promptly seeking medical advice be overcome and that the false claims of quacks and charlatans

of cases, irritation is a predisposing cause.

Those who suspect they have symptoms of early cancer should go to their own family doctor or, if they are unable to afford one, may apply for diagnosis at any of the following cooperating hospitals during the hours scheduled for examinations.

Bulletins such as the following have been published:

"The family physician is the key man. Upon him reliance must largely be placed to prevent suffering and loss of life through cancer.

"Because of the unusual skill required in diagnosing and treat-

(Turn the Page)

ing difficult cases, the family physician is not always able to treat the patient himself. In this event he should be prompt to call in one who has had more experience in this particular direction. The more capable he is the more prompt he will be in doing so.

"The private physician should be familiar with all the resources in personnel and hospital equip-

"Formerly the control of cancer was wrongly believed to be impossible. It was thought that one physician knew as much as another about it and that nobody really knew anything helpful.

"Be examined for cancer by your family doctor. Don't allow advertising 'cancer specialists' and 'quack doctors' to treat you.

HERE ARE THE
DANGER SIGNALS
THAT MAY MEAN
CANCER

ANY LUMP, even
only in the breast

Any irregular bleed-
ing or discharge

ANY SORE that does not
heal—particularly where
the change is from a light
pink to a bright red

GO IMMEDIATELY
TO A SURGEON, OR A REPUTABLE
PHYSICIAN AND UNDER GO A
THOROUGH EXAMINATION

DON'T trust to see if
the sore will
go away of itself

DON'T say "That's
nothing"

DON'T allow advertising
"Cancer Specialists" and
"Quick Cures" to
lead you

DON'T be misled by sym-
ptom relievers or "miraculous"
cures

DON'T BE ASHAMED TO TALK
ABOUT CANCER

THIS RIGHT WAY IS THE ONLY SAFE WAY
The National Society for the Control of Cancer, 25 W. 42ND ST., N. Y. C.


(Top left) A poster calling attention, in simple language, to the "danger signals of cancer", and urging the patient who notices these symptoms to go to a reputable physician for examination. This poster was reproduced in many languages.

(Bottom left) The cover of a booklet which warns against the multitude of cancer quackeries.


(Bottom right) The cover of a folder that explains in easily understood terms the nature of cancer, and why it must be treated early in order to avoid the usual fatal ending.

**CANCER
"CURES"**

A Public Warning
Against
A Common Danger



AMERICAN SOCIETY FOR
THE CONTROL OF CANCER
25 WEST 42ND STREET, NEW YORK CITY



Destroy the Weed

DID you ever know a successful
farmer who hesitated to get
rid of the weeds that took root in
his fields?

Certainly not!

And why not?

Because the farmer knows that
the weeds are of harder and more
rapid growth than the cultivated
plants and that, if they are not
removed before they have had
time to spread, his crops will be
overgrown and will wither and
die.

The weed of the field has a
counterpart in the human body.

ment which can be turned to the benefit of cancer patients. He should be guide, philosopher and friend and the first person to whom patients should apply. Hospitals and clinics are indispensable when financial or other reasons make it impossible to consult a private physician of the right sort.

Early and skillful attention can save many lives."

Perhaps the milestones that have been engraved by this widespread campaign of live-saving by advertising, are among the last few that must be passed before we reach the day when the entire medical profession begins actively to educate the public.



A New Course or Two for the Medical Faculty

By L. L. McCoy, M.D.

Seattle, Wash.

WHEN the average medical student has received his diploma and degree, he feels that success is at hand and no more worries and difficulties are forthcoming.

He feels that he knows about all there is to be known in his profession. He is of the opinion that when he gets into practice his word will be authority and people will flock to him for advice.

But as soon as he picks up his hat and diploma and goes out to look for a location, his difficulties begin. Prior to this the problems of becoming located and established looked easy enough. Now he finds that, although he has learned the science of medicine thoroughly and well, he is hopelessly at sea when it comes to the art of medicine.

He has had no experience regarding actual contact with patients. He may know the manners and etiquette of society well enough, yet when it comes to meeting and dealing with his patients there is a vast difference.

Sick folks are in need of a special type of psychology and behavior on the doctor's part. He must be courteous, cheerful, sympathetic, honest, gentle. To approach a patient in a gruff, cold, scientific attitude creates a wrong impression. The patient becomes fearful, distrustful and regrets having come. He often

feels that the physician is more interested in his pocketbook than in his disease.

To be sure every physician should be interested in the financial end of his practice, but not to the extent of injuring his standing or his patient's feelings, unless, of course, he has a dead-beat patient. His patients want to be considered first and foremost when they come to see him, and it is his business to show them every attention.

When he is going to college the young man sees patients galore, but not private patients and there is a great difference. His practical work brings him into contact with patients in charity wards and out-patient departments where they are herded together, examined, diagnosed and treated with little or no idea of courtesy, practically no sympathy or gentleness, and with the thought of getting them out of the way as fast as possible.

HE has no thought or care of ever seeing them again.

Often he becomes so imbued with these ideas and attitudes that he carries them on into his own practice. It is only after some very bitter experiences that he realizes his failing and attempts to mend his ways.

Who is responsible for this state of affairs? The Medical
(Turn the Page)

College largely because there is little or no place in all its curriculum where the real ART of medicine is imparted.

How can this be remedied? One way is to establish a so-called Medical Arts course in which every student is instructed as far as possible in the theoretical and practical side of the art of medicine. This instruction should be under the leadership of men of wide practical experience and who are known as artists in dealing with patients.

A still better method perhaps would be for every graduate in medicine, after finishing his internship to associate himself for at least a year with an ethical physician of wide practical experience and a large clientele.

HE would learn the niceties, courtesies and policies that could never be learned as quickly in any other way. By so doing, his success as a practicing physician would be much surer and easier.

Another phase of the profession that is sadly neglected is the business side. I doubt if there is a class of professional men who are so deficient in the business end of their work as are doctors. No class of men are so gullible and make such bad investments. No class of men spend their income so unwisely.

Why? Because they have had little or no training during all their courses in the principles of business. The business terms and phraseology which should be understood and used by everyone are often misunderstood and misapplied by medical men, young ones especially. There is probably no class of men who keep their accounts so haphazardly. Doctors are poor collectors and often they carry thousands of dollars on their books indefinitely. People have learned this and as a consequence the doctor is the last to be paid, and often is never remunerated.

A valuable course that every

medical college would do well to institute is a Business Course for Physicians in which every student would learn the basis principles of business as applied to a doctor's office. The course should include in a brief way principles relative to medico-legal procedures—narcotic laws, fee splitting, statistical records, coroner's inquests, medical society proceedings and the like. It should also include in a summary manner the code of medical ethics.

It would seem that at present the average medical curriculum is as full as it possibly can be but I believe that there is no college that could not give at least one hour and perhaps two hours a week during one or two semesters for such a course. I have no doubt that it would be very popular as well as practical and every student would be eager to use such a course.

A so-called elective course that would find a good deal of favor among students of medical colleges might be designated as a Medical Literary Course, in other words, a course that would prepare students for writing and lecturing on subjects concerning medicine and allied sciences.

Every medical man sooner or later finds himself confronted with the desire or necessity of writing case records, reporting scientific investigations and discoveries, giving papers and lectures, and so on. Few are really prepared. It is a reflection on the English language to note the way some material in our scientific magazines is written by college-bred individuals.

I DARE say many of our patients leave your office with a feeling of disgust or an impression that we are uncultured, or with a smile of contempt at the manner in which we have expressed ourselves, the poor grammar, the slang and the enunciation we have used.

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The Name, Please?

By the Veteran Patient

IN A reception room I visited recently, the office attendant, new and possibly inexperienced in her position, marched up to a woman who just had entered and seated herself, and asked: "Do you want to see Doctor So and So?"

The woman nodded and the girl immediately rushed back to her desk, gathered up a pad of paper and with pencil poised called across the room: "Your name? Your address? Have you a telephone?" To all these questions the woman replied promptly though plainly embarrassed at this cross-examination before all the other patients in the waiting room. It was like talking on a four-party line with everybody listening.

And when the attendant finally called out: "What is your occupation, please?", the woman arose and crossed over to the desk. She looked distressed for a moment, hesitated, fingering worn gloves, and then answered in a frigid tone, "I don't care to state just now what I am doing, if it isn't absolutely necessary for you to know. I only wanted to consult the doctor about my little girl's getting a health card to re-

turn to school. Never mind, though, I won't wait."

And with an offended, hurt air, she made her exit.

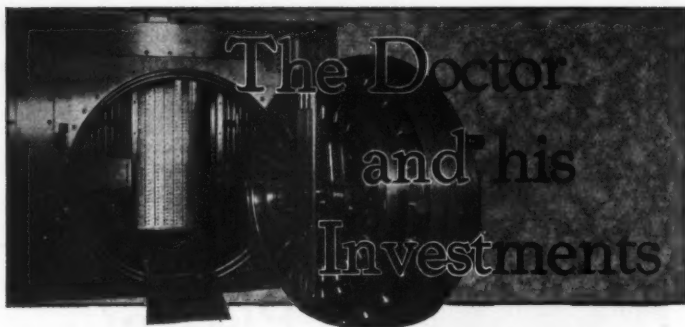
Thus this attendant, aiming to get helpful data for the doctor had instead lost a patient for him. All because she lacked tact in approaching new patients!

How to ask the questions required on a patient's first call is a problem in itself. It is natural for people to feel constrained and ill at ease on first consulting a doctor, and a number of questions pelted at them at the start, vastly increases their discomfort and may even offend them, if not put tactfully.

IN another doctor's office I have in mind, questions are asked in a way that does not offend or seem awkward, because the attendant has been trained. She has learned how to do it gracefully. Her method is well worth considering for it adds to the efficiency of the office, satisfying both patient and physician.

When a new patient enters the waiting room, this attendant comes forward, smiling, and asks, "Did you want to see the doctor?"

(Turn to Page 51)



THE road to freedom from financial worries lies in rigorous planning for the future and adhering to the plan.

The analogy of the automatic machine illustrates how the doctor can dismiss money matters from the forefront of his consciousness provided he does some hard thinking at the outset.

The inventor who develops an automatic machine through great intellectual effort creates a device which eliminates the need of thinking in the future. After the master machine tools have been made, productive processes are repeated in endless succession without the need of continued conscious effort. Psychologists, observing these tendencies, are now inclined to believe that the object of thinking is to do away with the need of thinking.

Temperamentally, the ordinary physician is likely to be somewhat bored with the money-making aspects of his profession. His interests lie in another direction—in the biological sciences and in general human welfare. Accordingly, unskilled and untutored in matters of finance, the physician is inclined to let money matters drift. And the tragedy of drifting is that money matters recur to plague the careless. Even idealists cannot escape the materialistic obligations of a money economy.

The doctor faces another dilemma concerning which George

By Merryle Stanley Rukeyser

Bernard Shaw has been silent. He does not wish to neglect financial details, and suffer the consequences. On the other hand, he does not desire to transform himself into an accountant and investment specialist. The way out lies in doing some hard thinking in the matter of formulating a program, forging the machine tools for carrying it out, and then allowing momentum to carry on.

The physician need not invent his investment tools. He can buy them. He can afford to pay the price for initial expert advice, which is always cheaper than amateurish blundering. The modern bank, which has become a department store of finance, has the facilities for supplying virtually all the financial machinery needed by the average physician.

GETTING an income is even more fundamental than investing a surplus. The specialist and even the ordinary practitioner ought to consult a local certified public accountant and ask him to instal a simple system of bookkeeping, bill distribution and collection. After an expert has installed a system, an ordinary nurse can keep it going. It takes a mechanical genius to invent the automatic machinery for making the new Ford car, but an ordinary unskilled laborer can carry on.

In pre-war times, the physician was somewhat of an intruder in the routine commercial bank, which was geared up for the business man. In the last decade or so, however, there has been a revolution in American banking methods. The banks, with appropriate changes in legislation, have been transformed from financial agencies for business men to instruments for universal serv-

ramifications, affecting the financial behavior of the populace and the financial structure of the country. But, from the standpoint of physicians, the significant aspect of the change is that banks are broadening their vision and are extending their services to the non-commercial elements in the community.

Before the war, national banks did little more than accept de-



A man who has probably answered more requests for financial advice than any other man in the country, was Mr. Rukeyser's introduction last month as Financial Editor.

He has been: Financial Editor of The New York Evening Journal, Financial and Business Editor of the New York Tribune, and Financial Editor of Vanity Fair. He is the author of two books, widely-read: "The Common Sense of Money and Investments" and "Financial Advice to a Young Man." For five years he has been a member of the Columbia University faculty.

Mr. Rukeyser's department, including a special article on physicians' investments, will appear each month.

Letters from physicians, asking financial advice, will be answered personally by Mr. Rukeyser. Address inquiries to Financial Editor, MEDICAL ECONOMICS, Rutherford, N. J., and please enclose a stamped, self-addressed envelope.

ice. The extent to which banking has become popularized in the United States is unprecedented. On the continent of Europe, a checking account in a bank is still a badge of affluence. Ordinary folk pay their obligations in bank notes.

In the United States, the trend is in the direction of getting every adult to open a bank account. Even the hugest national banks, in their time deposit, or thrift departments, solicit deposits of \$1 or more. The new trend has potentially profound

posits, issue bank notes, and make loans. Since its unsecured loans were intended to finance short term business transactions, the banks made their chief appeal to the business man. With the extension of branch banks within cities and in some states, such as California, throughout the commonwealth, the banks sought to widen their patronage, seeking accounts for housewives, workingmen, professional classes and others who in the nature of things were not likely to be com-

(Turn the Page)

Hours of Sun Treatment ...in as many *minutes!*



"*GET out into the sunshine*" is a bit of medical advice which, for many ailments, no professional man will question. Yet, no one knows better than the practicing helio-therapist the difficulties in the way of making the therapeutic application of sunlight general.

Science has met this evident need by virtually isolating the vital, health-giving rays of the spectrum and enabling them to be produced in *therapeutic intensity* at the turn of a switch. The quartz mercury vapor arc is recognized throughout the world as a rich and widely used clinical

source of ultraviolet. And HANOVIA has, through constant research, endeavored to produce the most precise apparatus for the therapeutic application of this modality.

Through either the Alpine Sun Lamp, for general body radiation, or the Kromayer Lamp for localized treatment, there is made available a flood of ultraviolet...cool...and of sufficient intensity to produce therapeutic benefits in from ten to forty-five seconds.

HANOVIA CHEMICAL & MFG. CO.

Chestnut Street & N. J. R. R. Avenue, Newark, N. J.

Branch Offices:

30 Church St., N.Y. City 30 N. Michigan Ave., Chicago 220 Phelan Bldg., San Francisco

HANOVIA CHEMICAL & MFG. CO., Chestnut St. & N. J. R. R. Ave., Newark, N. J.

Gentlemen:—Please furnish me, without obligation, reprints of your authoritative papers upon the use of quartz light in the treatment of

70

Dr. _____

Street _____

City _____

State _____

mercial borrowers. An amendment to the Federal Reserve Act permitted national banks to open trust departments, and to carry on fiduciary functions, such as act as trustee or guardian under wills, and act as administrator. Moreover, in the last decade, the banks of the country—state and national—have increasingly entered the investment field, opening security department or subsidiary companies and in many instances competed with investment banking firms in the actual underwriting of new issues. Moreover, the development of New York as a world financial center and the extension of American foreign trade lead to increased dealings in foreign exchange. One by one, the banks have added to their functions and their services until now it may be said that the modern bank, instead of confining itself narrowly to commercial banking, deals in anything that impinges on money matters.

To the busy physician, this change is a time saver. One financial contact—with the right bank—may supply all the machine tools necessary for producing his estate systematically—almost automatically in accordance with a pre-arranged program.

But before there can be efficient cooperation, there must be mutual trust. The traditional physician lacked confidence in banks. Many physicians have felt that banks discriminated against them as a class, refusing to lend doctors money on unsecured notes, though regularly making loans to business men on that basis.

THE bank lends to the business man to tide him over while he is waiting for payments from customers—between the time the manufacturer buys raw cotton and is reimbursed by customers who buy cotton goods from him. Bank credit provides for the lag in time. Bank loans of

this character are short duration, running usually 30, 60, or 90 days, if not renewed. Bankers try to make the loans more or less self liquidating—on the assumption that known business transactions will provide the funds for making the loan.

Doctors are inclined to believe that they too have a legitimate need for credit to bridge the gap between periods when collections are made from patients. The difficulty in converting the conservative banker to this viewpoint is the fact that traditionally the average physician has been a poor business man. Insofar as he improves his business methods and helps himself, the doctor will strengthen his bank credit. The banker leans toward the view that the physician may be careless and unsystematic in sending out bills, and all too tolerant of delays in receiving payments.

THUS the banker feels uncertain as to when the doctor's accounts receivable will be realized. The fault lies partly with the public, which for some strange reason believes it is all right to let doctors and dentists wait. However, the trend is already in the direction of developing a consciousness among physicians and patients that doctors too face economic problems.

Until banks are convinced that doctors collect most of their bills promptly, they will shrink back conservatively, for they must keep their assets liquid—ready to meet the demands of depositors for cash. However, as banks widen the scope of their activities in the non-business field, they must struggle with such problems as how to accommodate the physician. As a class, doctors are good moral risks.

Progressive physicians have already moved far in the direction of putting their accounts on a businesslike basis, but for the most part such leaders have been successful and have accumulated

(Turn the Page)

The Hemorrhoidal Circle

DISTENTION of the rectum from painful defecation—pressure on the rectal blood vessels—impeded circulation—hemorrhoids. Cathartics to relieve the constipation—irritation of the mucous membrane and the existing hemorrhoids—pain—possibly anal fissure—cessation of purging—constipation.

Such is all too frequently the vicious circle of dyschezia and hemorrhoids, a combination which requires appropriate local treatment and a bowel corrective that will not irritate.

AGAROL, the original emulsion of mineral oil, agar-agar and phenolphthalein is pre-eminently indicated for the correction of the vicious circle.

AGAROL lubricates, therefore prevents irritation by friction; it segments and softens the fecal mass, and thereby prevents possible excessive strain in the expulsion of it; it stimulates the peristaltic force without the shock of cathartics.

Agarol is the original Mineral Oil—Agar-Agar Emulsion (with Phenolphthalein) and has these advantages:

Perfect emulsification; stability; pleasant taste without artificial flavoring; free from sugar, alkalies and alcohol; no oil leakage; no griping or pain; no nausea; not habit forming.

AGAROL

A Liberal Supply for Testing Free to Physicians.

WILLIAM R. WARNER & CO., Inc.

Manufacturing Pharmacutists since 1856

113-123 West 18th St., New York

"Frankly, I have never seen anything like it."

The above was received from a Texas physician after he had tried VIMS for the first time. "I will use nothing else in the future, and will gladly recommend your needle to others," his letter continues.

"VIM" Stainless Steel Needles

This letter is typical of hundreds received from doctors in all parts of the country who are enthusiastic about the needle that resists clogging, corrosion and rust. It is made from genuine Firth Stainless Steel, under license from the American Stainless Steel Company, and is the *right* needle for your needs. Write us for a sample.

Hypodermic Sizes \$2.50 the dozen

MacGregor Instrument Co.

NEEDHAM, MASS.

good securities, which they can put up as collateral for bank loans and obviate any issue of discrimination. Banks are inclined to feel that the physicians without collateral are likely to be the poorest credit risks. And yet unquestionably many of the able newcomers in the profession have not yet accumulated a surplus. If pressed for a loan, they are now frequently forced to go to the loan societies, which charge high interest rates and require outside indorsements. In smaller communities, banks are likely to be liberal to the professional classes with whom they are personally acquainted.

When a physician has good securities tucked away in his safe deposit vault, he can face the loan officer of any bank unafraid. The doctor with collateral is in the rider's seat. He can elect to get a bank loan, borrowing up to 80 per cent of the market value of his holdings of active listed high grade stocks and bonds, or he can decide to sell part of his investments and realize 100 per cent of their market value. If the rate of interest on the bank loan is lower than the investment return of the investment, it may be advantageous to make the loan. Irrespective of the interest rate, a loan may also be preferable where the need for cash is purely temporary.

Many professional men make the mistakes of not cultivating their bankers until they face an

emergency. It is better to consult the banker in advance when formulating a constructive financial program, taking him into confidence concerning expected gross and net income, probable savings, and long term financial objectives. A banker who has long been on the inside in respect to an individual's affairs is much more inclined to stretch a point in an emergency than if he approaches a situation cold. Until banking practices are changed, the physician with foresight will select his investments with one eye as to their collateral value for bank loans.

The physician's first contact with his bank will probably be as a depositor. In the larger cities, banks charge a small service fee if average balances run under \$200. As a matter of fact, the physician for his own purposes is likely to require considerably larger balances than the minimum requirement, because though his expenditures go on evenly throughout the year, his income comes in sporadically. The prudent physician will also back up his ordinary deposit with a thrift account which bears a higher rate of interest. Thrift accounts bear upwards of 3 per cent compound interest. The mutual savings banks pay 4 and 4½ per cent in the East. Where the mutual savings bank offers a higher rate than the compound interest depart-

(Turn to Page 43)

Sixty Years of Performance

has established the practical as well as the safe effectiveness of
HAYDEN'S VIBURNUM COMPOUND

in the treatment of

DYSMENORRHOEA

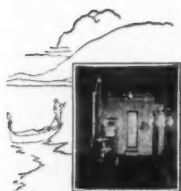
as well as in Menorrhagia, Rigid Os, Threatened Abortion, Post Partum Pains, Pelvic Neuroses, Subinvolution, Gastralgia, Enteralgia, Intestinal Cramps, Prostatitis, Cystitis, Ovarian or Uterine Colic, Enuresis, etc. "H.V.C." is pleasant to take, does not disturb digestion or circulation.

Sample and literature on request.

THE NEW YORK PHARMACEUTICAL CO.
BEDFORD SPRINGS

BEDFORD, MASS.

Why Do Many Leading Physicians and Hospitals in Foreign Countries Buy Victor X-Ray Equipment?



St. Luke's International Hospital,
Tokyo, Japan.



Southern Islands Hospital,
Cebu, Philippines



Hospital Dos de Mayo,
Lima, Peru.



Dr. A. Mayoral, Porto Rico.

IN every civilized portion of this great, wide world, you are sure to find a group of men outstanding in their respective professions, because they are inspired in their aim to render fellow men a service eminently better than the generally accepted standard.

Where could such a high motive register greater benefits to humanity than through the physician in his community, clinic or hospital? The physician so inspired will invariably prove to be one who insists on having the best that science and research offers in drugs, instruments and equipment that comprise his armamentarium.

Why is Victor equipment found in use in all parts of the world, notwithstanding the fact that foreign manufactured equipment can be bought at prices considerably lower? The answer seems obvious enough. There is always a sufficient number of physicians and institutions who appreciate the advantages in having the best equipment available for their individual work, to justify the investment in a research and manufacturing organization that make possible this super-quality.

It is of more than passing interest to add that this class of business has made Victor X-Ray Corporation the largest organization in the world specializing in the manufacture of X-Ray and Physical Therapeutic apparatus.

World-wide Victor Service is available through 48 service organizations established in 34 different countries, in addition to the 40 located in the principal cities of the United States and Canada.



Lewisham Hospital,
Sydney, Australia.



Kuling Sanitarium, Kuling,
Kiangsi, China.



Dr. Filberto Rivero,
Havana, Cuba.



Red Cross Hospital,
Rio de Janeiro,
Brazil.

VICTOR X-RAY CORPORATION

2012 Jackson Boulevard

Chicago, Illinois



And this is my answer—

A Defense of Individual Advertising

By G. A. McDonald, M.D., Fairfield, Ill.

YOUR discussion in the November issue disposed of thus: Page 12, nothing requiring answer; Page 13, answered herein; Page 14, "self-laudation," am against it.

You say, "Even if he advertises only to educate his patients in matters of health that effort will be construed as self-laudation."

I deny the allegation.

Ethics and morals are one and the same thing. Morals are

IN EXPLANATION:

This is Dr. McDonald's reply to **MEDICAL ECONOMICS'** contention that county society advertising, rather than individual advertising, is the proper way for physicians to educate the public. . .

founded upon principles of right. Ethics are simply good morals. Ethics must be just, equitable, and legal to be enforceable. Ethics that abridge the constitutional rights of the citizen cannot be enforced. Ethics must not only conform to law but in the highest sense possible must harmoniously accord with the best customs and practices of a people at any given time. Customs and moral standards are in a constant process of change. Ethics to be effective must be responsive to that change.

The whole matter is set about by great divergency of opinions of many men of many minds. Which opinions are in a state of evolution and which ethics are observed more in the breach than in the fulfillment? They are an-

tiquated, asinine, obsolete, unfair, discriminatory, inequitable, detrimental to public policy, non-enforceable, not adequate to present day needs; and are violated, controverted, evaded, ignored and disregarded generally. The sign upon the doctor's door violates the code.

The interests of the doctor and of the public cannot be inimical. Doctors have ever placed public welfare above personal gain. That which everybody is doing cannot be wrong. According to code all doctors are advertisers, hence advertising is right. There is no established authority to say what is ethical and what is not. Every man is a law unto himself.

A society cannot set up a standard of ethics higher than that of the individual members of which it is composed. An organization founded upon high morals must first have those qualities

. . . Dr. McDonald challenged a statement to this effect that appeared in the series "Mass Education Through Paid Space", and a reply to that challenge appeared in the November issue.

laid in the character of its individual members.

A stream can rise no higher than its source. Neither can an organization become more ethical than are the individual units of which it is composed. We attach to an organization the reputation and character of its members. The ethics of an organization and those of its members are identical. There can be no

(Turn the Page)

AVODINE



The
Iodine Respiratory Remedy
Administer AVODINE in
Colds, La Grippe, Coughs,
Croup, Influenza, Pertussis,
Coryza, Bronchitis, Goitre,
Laryngitis, Pleurisy,
Pharyngitis

The Formula

Each fluid ounce of Avodine represents one half grain of available Iodine, together with 32 minims of Tincture Gelsemium, in a highly agreeable, aromatic base.

Syrup Colored Green

5 pts. \$3.40
Gallon \$4.95

Ask for descriptive folder with clinical reports.

Standard Pharmacal Co.
847-855 W. JACKSON BLVD.
CHICAGO

Cystogen



A safe genito-urinary
antiseptic and uric
acid solvent

Cystogen is a medical derivative of formaldehyde, eligible for internal medication; a hexamethylene product unusually free from irritating properties.

FOUR FORMS

1. Cystogen Tablets
2. Cystogen Lithia Tablets
3. Cystogen Aperient
4. Cystogen Crystalline

Samples and literature free
on request

CYSTOGEN CHEMICAL CO.
220 Thirty-sixth Street
Brooklyn, N. Y.

Chronic Asthmatic Cases

respond readily
to treatment by

Vapo- Cresolene

THE introduction by inhalation of specially prepared cresols of coal tar directly to the affected organs in certain paroxysmic cases of asthma brings considerable relief. This, the Vapo-Cresolene method, avoids the hypodermic injection of adrenalin, often inconvenient of administration and of short-lived action.

Vapo-Cresolene is particularly effective in bronchial ailments accompanied with cough and difficult breathing, as bronchitis, whooping cough, spasmodic croup.

Vapo-Cresolene can be administered readily while the patient sleeps.

THE

Vapo-Cresolene
EST. 1879

CO.

62 Cortlandt Street
New York City
or Leeming-Miles Bldg.
Montreal, Canada

double standard of morals for men collectively and for men singly.

The individual doctor cannot escape the responsibilities of the results of the advertising done by a society of which he is a member. That which is done by an organization of which he is a member is as if done by himself. The consequences of the acts of an organization rests upon the individual members. The supreme court has so held. That which is ethical for the organization must of necessity be ethical for the individual. If it is ethical for the society to advertise it cannot be unethical for the individual to do the same thing. There can be no standard of ethics which are righteous for the society and a sin for the individual.

Next to our public schools, the public press is the greatest source of education and information in our land. To court ignorance and seek seclusion is antagonistic to the ends and purposes of our schools and of the public press. Yet that is the position of the code of ethics. Our associations are carrying on extensive advertising campaigns in violation of the code. We started with the English ethics, which even today, forbids the name of a doctor to appear in connection with anything he may write for the public press. We have now arrived at society advertising which is more than half way on the road to individual advertising toward which destination we are moving

at a rapid pace and at which we will soon arrive.

If you have spent years of time and much money in acquiring the title of M.D., you are justly entitled to an adequate money reward for your labors and investment. The public is entitled to an opportunity to secure your services when needed. They must know when and where you can be found. If you practice a specialty that fact must be known also. It is up to you to provide this information which is quite as important to your success as were the necessary qualifications in the first place.

Your ability and wisdom avail nothing until the public becomes acquainted with the facts. You must be known to be of service. Every doctor is entitled to the fullest opportunity to make the most complete use of his knowledge, skill and ability. The public press is the most effective and efficient agent he can call to his aid in this battle of business. He has an absolute legal and moral right to make use of it.

I thank the editors for this brief space. I hope no offense has been given and that some good may result.

The editors will be interested to hear the opinions of physician-readers regarding the question: Individual Advertising or County Society Advertising?

"It May Be True"

said the practical doctor, "that uric acid is not the prominent factor we used to regard it in the production of many diseased conditions. But I do know this—

THIALION

is a powerful and mighty dependable agent to prescribe in rheumatism, gouty conditions, biliousness, hepatic torpor, constipation, gravel and wherever there is evidence of acidemia or decreased alkalinity. THIALION acts promptly, it is well tolerated by the stomach and it brings results. All that is necessary to appreciate THIALION is to try THIALION."

Literature on Request
VASS CHEMICAL CO.
DANBURY, CONN.



GOOD WILL SELLING TO BUSY MEN

During 1928, Every Reader of this Clever little Magazine will be in the market for some item for use in his practice - If in charge of an Institution, many items must be purchased.

There is one sure way to the best quality at the most reasonable consistent prices.

See that The Kny-Scheerer Trade Mark is on every surgical product you buy.

For 38 years The Kny-Scheerer Trade Mark - the Staff and Serpent of Esculapius - has stood for the best traditions of the Medical Profession.

In the Kny-Scheerer Warehouses in New York is assembled the greatest volume and variety of Quality Surgical Instruments and Equipment in America. ALL AT YOUR SERVICE!

You have access to this vast accumulation of the combined technique of the world's authorities in the field of Medicine and Surgery.

First class surgical dealers in every city handle and guarantee Kny-Scheerer Trade Mark Products.

Do not allow yourself to be swayed towards inferior or non-trademarked Surgical Equipment!

If it is marked Kny-Scheerer we are proud of it, and you will be.

Special Circulars or information on any subject gladly furnished.

The Kny-Scheerer Corporation of America

America's Largest Manufacturer
of Hospital Equipment

10 - 14 West 25th Street

New York City N. Y.

“Oral Therapy”

A FRIEND of mine, a physician, has just returned from a long trip by rail. He tells this incident:

Sitting in the club car, he got into conversation with a man who represents our modern type of young, intelligent business executive.

“So you are a physician,” said this man. “I have a great deal of respect for your profession, but I think it is slipping pretty badly in one respect.”

“I’ve heard that said before,” my friend replied, smiling, “but go ahead.”

“Well, that opinion’s based on my own experience, and I wouldn’t tell you if I wasn’t so sure of it. A year ago, I went to my regular doctor and told him I had something the matter with me. I’d suddenly lost my snap and I had a hard time sticking to the desk even three hours a day.

“He looked me over, and I guess he did a good job of it, too. Anyhow, he told me I had nothing the matter with me, just needed exercise and so on.

“I went to another doctor, in fact, I saw about a half a dozen before I quit. They all gave me the same line, and not one of them, mind you, gave me a single pill, pink brown or white. Not one told me to take spoonfuls of this, that, or the other thing. They didn’t even sit down and give me a good long talking to and explain things to me, and get me straightened out mentally. They all prescribed exercise and a careful diet——

“They were right, understand. I needed just that, and I took it. But what I needed even more was something tangible, medicine, or a lecture, or ray therapy——

(Turn the Page)



Trinidad

... On the Cunard West Indies Cruises

Swaying women carry their wares 'topside' . . . poinsettias grow next to hibiscus . . . Lunch on the hotel verandah and watch the shifting native scene . . . vendors of silver jewelry . . . Hindus from Bombay . . .

14 other ports studding the Caribbean Sea . . . Cristobal . . . San Juan . . . watch the flamingoes while you dance at Marianao Playa in Havana . . . St. Pierre . . . Kingston . . . the diving boys at Barbados . . .

31 days on a superb Cunarder . . . imagine an English manor house pushing out to a tropical sea . . . large rooms designed for aristocratic comfort . . . staterooms which have a fascinating, livable quality . . . And the perfection of service which is pride of class, — because it's CUNARD. Apply to local agents or 25 Broadway, New York.

s. s. CALIFORNIA—31 days—
From N. Y. Jan. 21 and Feb. 25.. \$300 up

CUNARD-ANCHOR West Indies Cruises



A lack of secretion in the intestines is one of the principal causes of chronic constipation.

PRUNOIDS

given at night over a period of one week will increase glandular activity without exciting pronounced peristalsis and will gradually overcome this form of constipation.

Prunoids are made of Phenolphthalein (one and one-half grains in each) Cascara Sagrada, DeEmetinized Ipecac and Prunes.

* * * * *

When the heart has been weakened from prolonged overwork and strain,

CACTINA PILLETS

A Preparation of the Mexican
Night Blooming Cereus

may be safely and effectively prescribed.

Thus employed, Cactina gradually improves the nutrition and tone of the heart muscle, restores the cardiac rhythm and renders the heart more resistant to irritating influences. Cactina is a true cardiac tonic without cumulative effect.

Samples to Physicians Only

.....
We will be glad to send a liberal sample of either or both of the above products to any physician returning this coupon with his Prescription blank.

(..) Prunoids.

(..) Cactina Pillels.

Sultan Drug Company
St. Louis, Mo.

"Well, a cousin of mine got me into Christian Science. I knew it was largely imagination, but it gave me just what I needed. I didn't go back to my doctors, and I'm not going, unless of course I get really sick—I'm not a fanatic."

This little conversation in the club car indicates an exaggerated attitude, of course, and in spite of what the young executive said he was certainly not entirely free of fanaticism.

But if the physicians who examined this "intelligent neurasthenic" had only gone just a little bit farther than a mere diagnosis! If they had only taken a more sympathetic attitude and explained carefully just what was wrong, mentally, with the patient, perhaps this man's misplaced enthusiasm would have been applied just as actively to medicine.

Most people, as soon as they consult a physician, feel better merely for having had his attention and diagnosis. But with neurasthenics, the modern practitioner, it seems, must deal more thoroughly. If no tangible treatment is indicated, there should at least be the comfort of what we might call "oral therapy." Such a measure will go a very long way toward giving him the material aid he needs.

And the medical profession will have another booster instead of knocker.

H. Sheridan Baker.

Dimazon Ointment

(Accepted by the American Medical Association)

Non-staining—Odorless—Non-irritating.

Thousands of physicians have declared that Dimazon Ointment is the most active epithelial generator.

Over 50 clinical reports have been published in different medical papers.

Prescriptions can be filled everywhere as the wholesale druggists carry Dimazon Ointment in 1 ounce tubes.

Heilkraft Medical Co.

Boston, Mass.

Your Theories, Doctor

Not Merely Ours, of What a Tooth
Paste Should Be—The Vital Claim
Made for Pepsodent

THE dental profession—not merely the Pepsodent Company—has written the Pepsodent formula.

The makers of this product have only one opinion. That is the dominant dental opinion of today. No private theories are permitted to contest the scientific findings of the profession itself.

Thus the sole claim made for Pepsodent is that it meets the exactments of leading dental opinion of TODAY, in a dentifrice.

Thus, too, the Pepsodent formula is ever undergoing development and advancement. The formula of today is different from five years ago. New discoveries, made in the dental field during that period, have

from time to time been embodied.

That means, as the profession has advanced, that Pepsodent has advanced with it. It means that as new discoveries come to light, and are proved correct by the leading practice of the day, they are immediately embodied in Pepsodent.

The object of Pepsodent is to remove the film—or mucin plaque—from the teeth in accord with modern dental opinion. To firm and give tonal quality to the gums in accord with the LATEST findings of science approved by the profession.

We believe that is the kind of dentifrice the profession wants. A full-size tube for trial will be gladly sent you on receipt of coupon.

THE PEPSODENT CO.

561 Ludington Bldg., Chicago, Illinois

Please send me, free of charge, one regular 50-cent size tube of Pepsodent, with literature and formula.

Name.....

Address.....

Enclose card or letterhead 2446

"He always takes time to be thorough!"

By Harriet Henderson

IN every department, life is at high tension. Speed is a characteristic of the age.

A physician must work fast not only in the operating room but everywhere. The big city, especially, demands high speed. Its rush is ruthless, breakneck.

But here and there even in the heart of the city are wide, green,

"No matter how busy he is, he's never hurried or flurried. He has a big practice. . .

quiet places where one need not hurry.

Such peaceful places linger in the memory. They are passed on by word of mouth from friend to friend and are sought for.

Now and then an individual emanates this same restful impression. Such an individual, also, is passed on by word of mouth from friend to friend and sought after.

"No matter how busy he is, he's never hurried or flurried. He has a big practice but you are never hurried through a consultation or treatment. He always takes time to be thorough."

This was the description of a busy doctor that was passed on to me and I sought him out.

"How do you manage," I asked, "to take care of such a big practice and never seem hurried—always have time enough?"

And this is what he told me.

"Hurry is an attitude of mind. You know the wise Ben said: 'Drive your work but don't let it drive you'.

"For years I've tried to culti-

vate an unhurried attitude; to be always in control of my work—to never let it push me.

"I couldn't do this without concentration, and so when I have a patient in consultation or under treatment I try to shut out from mind my waiting room. I want to give my whole attention and time enough for thoroughness to whatever is in hand.

"We encourage people," he went on, "to come in and make an appointment, or to call up for an appointment, and we try to carry out this schedule of seeing them as closely as possible. But my patients know my methods and they will wait an hour—or two, or three if necessary—or go home and call again, for they know when it comes their turn they'll get this same concentrated attention that each one gets.

"I couldn't do justice to anyone if I didn't shut out everyone else for the time being and I

. . . but you are never hurried through a consultation or treatment. He always takes time to be thorough!"

couldn't do justice to myself or my patients if I was hurried. I'd rather send them home and quit for the day."

"Does that ever happen?" I asked.

The doctor laughed. "Now and then," he said, "when I'm too tired to do my best for the number waiting I send them away, but I try to avoid that through systematic work."

(Turn the Page)



In Menopause, Colwell's Hormones Solution has given such gratifying results that many Physicians have stated that it might be considered a Specific.

A trial of Colwell's Hormones Solution will do more to convince you of its merits than mere assertion.

Sample free on request

The Colwell Pharmacal Corporation
25 Church Street, New York

Manufacturers of Stable Liquid Endocrines.

SEND FOR FREE SAMPLE COPY OF
DR. CHARLES CONRAD MILLER'S
PLASTIC SURGERY

A journal established to describe the limitations and possibilities of plastic surgery.

Write the editor for detailed information upon any particular phase of this subject that interests you.

Subscription \$2.00 a year. Special offer for a limited time to readers of Medical Economics, one year, one dollar.

.....
DR. CHARLES CONRAD MILLER
 32 North State, Chicago

Please enter my subscription for one year as per special offer ☐
 Please send free sample copy ☐

Dr.....

I had noticed the several little treatment rooms opening from a long hall. The office is a re-made part of a large old residence. A modest sign leads strangers through a side door to a waiting room with restful gray walls and no clutter of furnishings or clash of colors; not even a medley of more or less ancient Literary Digests and other magazines. I can even remember the few pictures, all in simple balance.

A dull-finished table held a lamp and some of the "little leather-covered library". I looked over a recent copy of Hygeia that was on the davenport, and before my turn came the last Post had been handed in.

If you have an appointment you go in by the front door and straight down the long hall, so that the waiting-room people don't become jealous of your precedence.

Back of the quiet, handy office is the personality of the physician. Just as many persons communicate their bustling rush both to people and places, he has communicated his leisurely attitude.

The doctor marks you down in his memory, and if you become a patient he marks you down in his card file. Best of all he marks you down in his friendship. He could not be happy, he says, unless his patients were his friends; which perhaps is the rea-

son he feels his practice is a recreation more than anything.

And after all isn't this one of the chief differences that we hear cried about as existing between the old-fashioned family practitioner and the modern city doctor. The former made a friendly visit out of his professional call; he was interested in all the little things that made up conversation in those days, and his patients usually were friends of long standing.

Today the physician sometimes seems to be running too much toward brisk efficiency, turning the patients out of his office as fast as his snappy, efficient methods allow, and spending as little time as possible in conversing about this and that. Patients like to linger, even though they may not have been over-anxious to come.

Of course there are extremes both ways. It is hardly advisable to make a gab-fest out of a medical visit, but neither is it advisable to watch the clock too sharply.

To me, a layman, it seems that if patients must be dealt with swiftly in order to maintain a proper income, then the fee schedule ought to be increased and the routine slowed down. In fact, I shouldn't wonder but what the secret back of many a "specialist's" success was that he specialized on cultivating patients' friendships.

Akron Sponge Rubber Pad Trusses



due to their scientific construction, high quality and exceptionally durable, sanitary rubber pads, guarantee

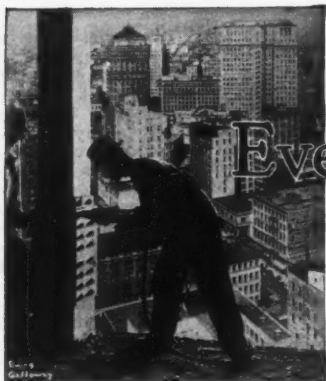
IMMEDIATE RELIEF

MAXIMUM SAFETY AND COMFORT

Many different styles for all forms of hernia in adults, youths and infants. If the dealer thru whose courtesy this publication reaches you cannot supply you or your patients, write us for full particulars.

THE AKRON TRUSS CO.

Akron, Ohio, U. S. A.



Everybody's Business

By Floyd W. Parsons

GUESSING the future has become a difficult task. More than a year ago eminent economists forecast an early period of readjustment in business. At about that same time I commenced to sound a note of caution. In the meantime we have not run into any serious slump in trade and a great many people have come to believe that our industrial structure is now beyond damage from shock in any quarter.

There are many things of interest and importance outside the realm of business prognostications that I am anxious to discuss in these pages. But after carefully studying a recent speech of President Coolidge and attending a number of "Whoop-it-up" dinners where investigators have presented conclusions calculated to foster extravagance, a few thoughts counseling watchful prudence may not be out of place. As Will Rogers says, "a feller need not read far at present in order to develop a desire to pay a dollar down on half a dozen things he don't need."

Record prosperity is predicted for 1928. Mr. Raskob, chairman of the finance committee of the General Motors Corporation, estimates that we will produce five million cars next year, a gain of

forty per cent. Professor Seligman says installment selling is a leading force in current industrial progress. He has reached the conclusion that our new credit system not only increases and stabilizes production, but cuts costs. He also states that the common guess that seventy-five per cent of all cars are purchased on the installment plan is in error—the correct figure is sixty per cent.

Colonel Ayers of the Cleveland Trust Company, probably the most widely read analyst in the banking field, concludes that no trade depression is imminent because short-time money rates are low, crops are good, inventories are low, exports are high, and bond prices are advancing. "These are conditions normally present at times when bull markets begin," he says.

MR. HOOVER believes that profound forces are at work, making for greater stability and at the same time mitigating the violence of the business cycle. Panics are gone never to return and distressing periods of unemployment and bankruptcy are on their way to history if we only continue wise, says Hoover. Continuing
(Turn to Page 33)



For Head Colds Prescribe Mistol

MISTOL and the Mistol Dropper are a real advance in nose and throat therapy. Menthol, eucalyptol and camphor are combined in a specially prepared petroleum base, which keeps these soothing and healing ingredients in direct contact with the mucous membrane for a considerable length of time.

Unlike douches, Mistol avoids any possibility of sinus trouble. With head tilted back, the patient should let Mistol drop into each nostril until it is felt to be running into the back of the throat. It is manifestly superior to salves which do not reach all parts of the mucous membrane.

Especially efficacious in coughs and colds, simple, congestive and catarrhal rhinitis, hoarseness, bronchitis, and laryngitis.

Sold in original sealed cartons containing
a two-ounce bottle and Mistol Dropper

Mistol

REGISTERED TRADE MARKNUJOL LABORATORIES, STANDARD OIL CO.

(Top) Rachmaninoff, eminent pianist, amuses his grand-daughter with several thousand dollars worth of music.

(Below) Marie Antrim of Kingman, Kansas, and Fred Christenson of Blanchard, Iowa, were pronounced health champions of the United States at a National Congress of the 4-H Club, in Chicago.

Pictorials

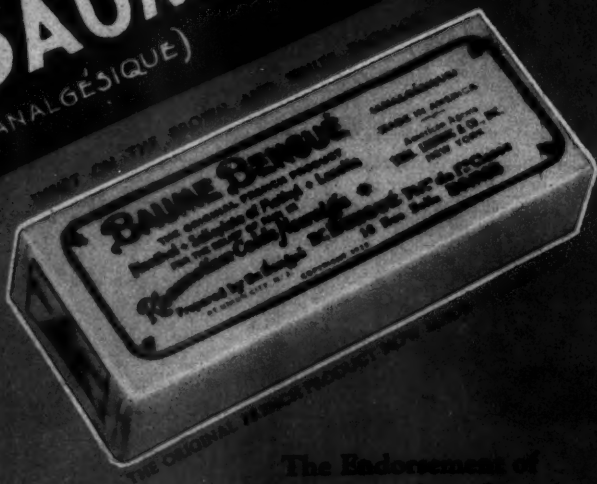


For Aches and Pains
Sprains, Strains,
Soreness and
Stiffness

BAUME BENGUÉ

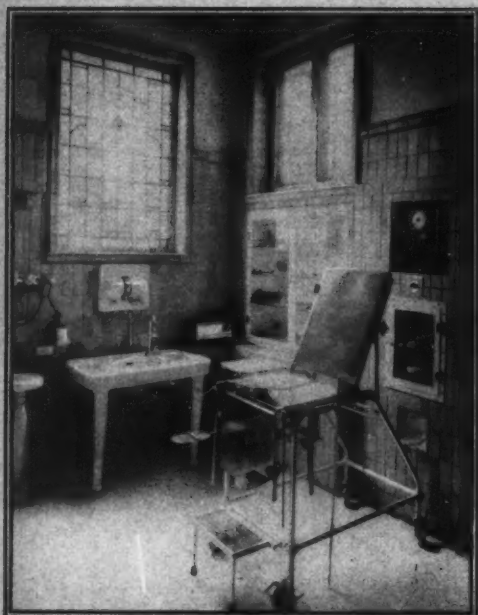
(ANALGÉSIQUE)

(Pronounced "BEN' GAY")



The Endorsement of
Physicians for Over
Thirty Years is Its
Greatest Recommendation

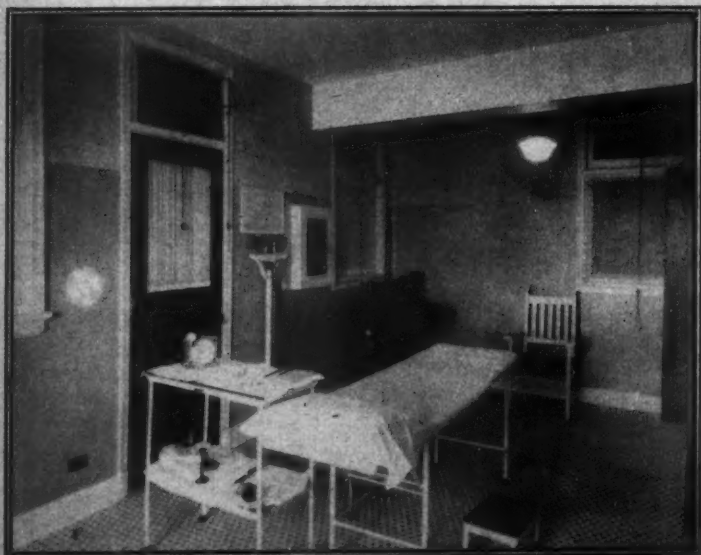
WRITE TODAY FOR YOUR SAMPLE TO
THOS. LEEMING CO. INC. 435 44 AVE. NEW YORK



Practice Building Offices

On this and the next Pictorial page are four more selections from the Better Equipment Album which will soon be available to physicians all over the country, through the medium of progressive surgical instrument houses. This Album will show physicians' offices from all sections of the

(Turn to the next
Pictorial Page)



SUGAR-FREE URINE

CHECK YOUR RESULTS WITH BENEDICT'S TEST

1. Complaint: great thirst and a large amount of urine.
2. The doctor does Benedict's test and finds a large percentage of sugar in the urine.
3. He restricts the carbohydrate food according to his custom and prescribes Pancrepatine by mouth.
4. The quantitative Benedict test soon shows a marked reduction in the percentage of sugar in the urine.
5. Benedict's test becomes negative!

[Pancrépatine (gluten-coated globules) is
a combination of special extracts of pan-
creas and liver. Each globule contains
25 cgm. of active substance for oral
medication.]

Made in France

Samples on Request

THE ANGLO-FRENCH DRUG CO.

1270 Broadway,

New York City

Prepared by the Medical Staff of The Anglo-French Drug Co.

SUGAR-FREE URINE

The purpose of all treatment for diabetes mellitus is, of course, to correct the underlying deficiency in the carbohydrate metabolism—the hormone inefficiency of the pancreas and liver which makes the carbohydrate food supply of the body almost a total waste. To this end, we now have effective hormone therapy: hormones that act when administered subcutaneously and also hormones that work by mouth.

The doctor who employs hormone therapy for diabetes—whether it be in the form of insulin for its emergency but transient action or of Pancrépatine for its slow but lasting effect—must have a means of checking up the results of his treatment, a simple test that will tell him to what extent he is correcting the deranged sugar and starch metabolism.

The ideal of his treatment may be simply expressed; that is, sugar-free urine.

Sugar-free urine! When the percentage of sugar in the urine gradually dwindles until the copper test finally shows no reduction—meaning that sugar is no longer present—the doctor knows that he has scored a therapeutic success; provided, of course, that acidosis is not developing.

And this brings up another point. Starvation produces sugar-free urine, but it also causes acidosis. On the other hand, the sugar-splitting hormones burn the fatty acids responsible for acidosis and are really the best possible preventive and treatment for acidosis.

Hormone therapy, whether given in the form of insulin by needle or Pancrépatine by mouth, not only breaks down the excess of sugar but also burns up the dangerous fatty acids in the fire of the carbohydrates. That is why the aim of modern treatment is to allow a reasonable amount of carbohydrate food and still obtain sugar-free urine.

Checking Results With Benedict's Test

There are few diseases in which the results of treatment can be checked so accurately as in diabetes mellitus. Because of its simplicity and reliability, Benedict's test is the one most commonly employed both for the detection and the estimation of the amount of sugar in the urine.

Feinblatt and Eggerth describe two Benedict tests: a qualitative and a quantitative one.

The qualitative test, to detect the presence of sugar in the urine, is performed as follows: To 5 c. c. of Benedict's solution in a test tube are added from 5 to 10 drops of urine (not more). The mixture is boiled vigorously for one or two minutes. When sugar is present, a red, yellow or greenish precipitate fills the entire solution. If there is only a trace of sugar, the precipitate appears only on cooling.

The quantitative test, to measure the amount of sugar in the urine, is performed as follows: Into a porcelain dish are measured 25 c. c. of Benedict's quantitative sugar reagent (which differs somewhat from the Benedict's solution used for the qualitative test), and then from 5 to 10 gm. of solid sodium carbonate are added. The solution is heated to boiling and kept at this temperature; then the urine is run in fairly rapidly from a buret until a white precipitate begins to form. The urine is then added more slowly and with slower boiling of the solution until the last trace of its blue color disappears. It should be added at such a speed that the boiling solution maintains nearly a constant volume. The end point is reached when the blue color of the solution just disappears. The calculation is made as follows: 5 divided by the number of c. c. of urine used to make the blue color disappear gives the percentage of sugar.

Benedict's Solution (for qualitative test)

Copper sulphate (C. P. crystallized)	17.3 gm.
Sodium or potassium citrate	173.0 gm.
Sodium carbonate (crystallized)	100.0 gm.
Distilled water q. s. ad.	1000.0 c.c.

Benedict's Solution (for quantitative test)

Copper sulphate (pure crystallized)	18.0 gm.
Sodium carbonate (crystallized)	200.0 gm.
(or 100 gm. of anhydrous sodium carbonate)	
Sodium or potassium citrate (C. P.)	200.0 gm.
Potassium sulphocyanate (C. P.)	125.0 gm.
Potassium ferrocyanid solution (5%)	5.0 c.c.
Distilled water, to make	1000.0 c.c.

In Benedict's test, both the quantitative and the qualitative, the physician will find an accurate means of checking up on the beneficial results of treating diabetes by proper carbohydrate restriction and the administration of Pancrépatine by mouth.

Dosage of Pancrépatine

The average dose for adults is 2 to 4 globules t. i. d. after meals; for children, 1 globule two, three or four times a day, according to the age. The following is the dosage for a case of average severity in an adult:

1st day: 6 globules daily.

2nd day: 8 globules daily.

3rd day: 10 globules daily.

4th day: 12 globules daily.

The last dose should be continued until there is complete disappearance of the sugar from the urine. Then the dose should be diminished gradually but not to less than 3 globules a day. This dosage is maintained for a month. Should glycosuria return at any time, the dosage must be increased. Even in cases that remain sugar-free, a two weeks' period of mild treatment with Pancrépatine should be given three or four times a year in order to avert a recurrence of the symptoms.

Clinical reports which we have received from physicians following the use of Pancrépatine are most encouraging. They show that glycosuria is removed or diminished, hyperglycemia decreased, polyphagia and polydypsia relieved, and the general nutrition and well being improved.

Pancrépatine is Manufactured in France.

Sole Agents for U. S. A.

THE ANGLO-FRENCH DRUG CO.

1270 Broadway,

New York City

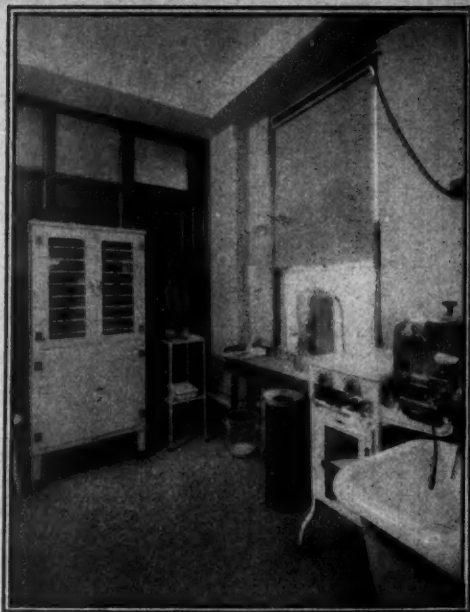
Complete literature and samples upon request.

Practice-Building Offices

(Continued)

country, some elaborate, some more simple, but all of them graphically proving that "a well-equipped office is a sound investment."

The building of the Album is a non-profit service on the part of MEDICAL ECONOMICS, and its purpose is to assist physicians in conceiving the type of office best adapted to their needs.





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(Left) Dan Beard, the founder of the Boy Scout movement, was recently awarded the Roosevelt medal "for distinguished service in the leadership of youth and the development of American character." The famous scout is now eighty years old.

(Top Right) The State Research Hospital, Chicago, has what is claimed to be the world's largest X-ray. The machine vastly reduces the time of therapeutic treatments.

(Bottom right) This is the way London nurses go campaigning for hospital funds. The figure they are carrying is, quaintly enough, called a guy.

Pictorials

(Continued)



SURGICAL



DRESSINGS



The hand at left was bandaged with BayBandage and brushed severely for several minutes. If you did not know these facts, you would assume from the photograph that the hand had been freshly bandaged and kept from contact with things calculated to disturb it.

The hand at right was bandaged with the ordinary type bandage and subjected to the same test.

What the well-dressed wound will wear

Here is visible proof of the superiority of the new non-ravel BayBandage [Patents applied for]. This photograph shows two bandaged hands which have been brushed for the same length of time and with equal force. Notice the trim appearance of the BayBandage after this unusual test.

Under the same conditions the ordinary type bandage at the right shows ravelled ends, fuzzy edges and untidy appearance.

BAY'S SURGICAL DRESSINGS Are Marketed Through All Supply Houses

THE BAY COMPANY

M. E. 1

BRIDGEPORT, CONNECTICUT

Kindly send me a sample of BAYBANDAGE

NAME

ADDRESS

DEALER'S NAME

he tells of greater skill in business, better direction of science and invention, an increased feeling of mutual responsibility that is doing away with strikes, an expansion of foreign trade, merchandising methods on the hand-to-mouth plan, and a greatly improved system of distributing important and economic information through governmental agencies.

Pages might be filled with a recital of reasons from authoritative sources to show why there will be no slowing down in our rapid climb to still higher levels of prosperity. But let us not overlook the most important of all elements—human nature. We have come to know the world far better than we know ourselves. That is why life is filled with so many paradoxes. We started out to make the world safe for democracy and ended up by creating a dozen dictatorships.



(Photo by Galloway)

AN ARTIST'S CONCEPTION OF THE TOWER OF BABEL

We "kid" ourselves into believing that we are shaping our own destiny, when in fact we are helplessly whirling about on a surging tide of puzzling developments.

In our new-found sophistication, let us be consistent and try to see the whole truth clear to

the end of the page. Public opinion is not infallible. The voice of the people is not the voice of God. Today the things that create the greatest interest are the trivial things, while vital problems bore the average person to tears.

Some of the newspapers having the widest circulation are founded on policies that not only magnify, but foster those human weaknesses that are responsible for most of our evils. A sober story about public affairs of great moment has small chance in com-

"... the higher
we climb, the
more care we
must exercise."



petition with the salacious details of a private scandal. Instead of producing papers for people who think, we now publish picture dailies for folks who do not even read.

The exercise of the rankest kind of stupidity comes from some of our brightest minds. Great nations are always in bitter disputes with one another because their leaders laud national tendencies that are highly destructive. Along comes a disagreement about a boundary, a foreign policy, a great supply of oil, a method of government, or even a question of religion, and we are quickly encouraged to develop an intense dislike for the entire population of a foreign land. Famous literary figures lend their superior mental facul-

(Turn the Page)

The time to arrest the progress of

TUBERCULOSIS

is in the early stages. The Creosote Treatment combined with fresh air and a liberal diet will give good results in all forms of Phthisis.

Mistura Creosote Comp. (KILLGORE'S)

is a dependable preparation of the best wood Creosote in a palatable form. It relieves the Cough, as it is destructive to the micro-organism that causes it.

Sample and Literature on request

CHARLES KILLGORE

Est. 1874

57 WEST THIRD STREET

NEW YORK

Sugar-Free Urine

through

Oral hormone therapy for diabetes mellitus is now at the doctor's disposal. The hormones of both pancreas and liver, active by mouth, are present in



Pancrepatine

a combination of special extracts of pancreas and liver.

Average dose: 2 to 4 globules t.i.d. after meals.

On request, we shall be glad to send a sample and our booklet, **TREATING DIABETES WITHOUT THE NEEDLE.**

THE ANGLO-FRENCH DRUG CO.
1270 Broadway, New York City

ties to the antecedent plans that finally bring war into reality.

It is our ruling classes, not our ignorant people, who get us into trouble. Very often it is not our wicked element, but our highly moral citizens, who show greatest ability to develop indignation and hate. One may look where he will and read what he may without discerning any marked tendencies throughout the world to get away from the plans and policies that for centuries have brought war and ruin to the peoples of the earth. Everywhere the State is under the domination of wealth in the form of "big business." Jingo newspapers and politicians surround us in greater number than ever before. We regard with displeasure and suspicion each trifling act of a foreign firebrand, and yet view with complacency the vigorous activities of a vicious yellow journalism.

A great many of the people whose job it is to educate us on the stage, in the press and elsewhere, now follow the policy of first finding out what we want and then giving us only that in concentrated form. If nudity serves to pack the theatre, the producer justifies himself on the ground that he is a business man, not a philanthropist. In some periodicals—thank the Lord, not many—"the editor seldom leaves out a lie his readers want to hear, and never prints a truth that they don't." This doubles circulation and increases advertising.

A comparatively short time ago almost everyone here in the United States was in business for himself. The small retailer was majestic in his freedom of action. Each family maintained a high degree of independence and in a

large sense was both economically and socially self-sufficient. As recently as the administration of Roosevelt the chief aim of government was to prevent over-centralization of property and executive authority.

But human nature got busy, and, as usual, we went to an extreme. Restrictive action was carried too far. This brought a return to ultra-conservatism in political and economic fields. Now in the realms of politics and organized labor the radical has very little standing. Individuality is disappearing. People everywhere are commencing to look and act alike. Even the women in Turkey are substituting modish hats for the time-honored head scarf. The big corporation is displacing the little dealer. The huge transportation system is doing away with the small railroad. In our super-sentimentalism, public actions are influenced more by kindness based on sympathy than by justice founded on judgment.

We say, "that government is best which governs least," and then go ahead and pass 5000 laws a week. We talk about dispensing with legal limitations so that business may be left entirely under the control of economic law. This we propose at a time of transition when the immediate result of such a policy would be the creation of a machine autocracy that would take away not only the freedom of our bodies, but also the freedom of our minds.

What I am here striving to get across is the folly of assuming that the road ahead is free of pitfalls. Prosperity swells us all up. Full pockets bring mental

(Turn to Page 53)

NICHOLS
NASAL SYPHON

BRUSH UP ON NASAL TECHNIC

Get your copy of big book on
Nasal Therapy with compre-
hensive chart—Absolutely Free!

NICHOLS NASAL SYPHON, Inc.
159 E. 34th St. New York

CORRECTIVE SHOES

No. 1 of a Series



A. Cantilever lasts fit the foot.



B. Ordinary lasts make the foot fit the shoe.

The SHAPE of the last is important

Side by side, a Cantilever last and a normal, unblemished foot are as alike in shape as two peas. There's room for every toe and a comfortable fit for the whole foot in this naturally shaped shoe.

The natural shape of the Cantilever Shoe is but one of a number of reasons why this helpful shoe has corrected foot troubles in eighty-five out of every one hundred cases. Another reason will be explained in the next issue of "Medical Economics".

Cantilever Shoe

MEN . . . WOMEN . . . CHILDREN

Made by The Cantilever Corp.,
410 Willoughby Ave., Brooklyn, N. Y.

Replaces / Internal Medication

IN many painful conditions, internal analgesics are unnecessary and only cause digestive disturbances.

BETUL-OL, the external analgesic can supplement or replace these harmful medications. It penetrates quickly without rubbing and relieves pain promptly.

The HUXLEY LABORATORIES, Inc.(SUCCESSORS TO ARLO-AMERICAN PHARMACEUTICAL CORP.)

175 VARICK ST. NEW YORK

BETUL-OL
the External Analgesic

a COLON food

IT is generally conceded that changing the intestinal flora is desirable. The older methods of accomplishing this, however, were variable.

ASBON

The new method, now practiced as a routine in the Battle Creek Sanatorium, is the use of the colon food, Lacto-Dextrin.

ASBON

This food product with a therapeutic purpose promotes the growth of the benign bacteria in the intestine. It is pleasant to take and definite in action.

ASBON

This most interesting development is fully described in a scientific presentation on "The Intestinal Flora." Copy mailed free to every physician. Write for it today.

ASBON

Lacto-Dextrin is now available at all good prescription pharmacies.

The Battle Creek Food Company
Battle Creek Mich.
Dept. M. E.

New Shapes in the Sky

A Series on Medical Arts Buildings

XIII Chicago

THE Medical and Dental Arts Building of Chicago was designed by D. H. Burnham & Co., Architects, after a most careful study of its requirements, and investigation and counsel with leading physicians and dentists of Chicago. The building is of Gothic design, twenty-three stories above the sidewalk level. It is of steel framing on caissons to bed rock, covering the whole of the lot area to and including the sixth floor. The seventh to twenty-third floors, inclusive, cover the whole of the lot area except for spacious court in the southeast corner of plot. The entrance, lobby and rotunda have white marble floors and white marble wainscoted walls with ornamental plaster ceilings and cornices. The entrance doors and elevator doors, grilles and sills are of bronze. Corridor floors above the first floor are in Terrazza Mosaic, with marble wainscoted walls. The wood finish of entrances, rotunda and corridors above the first floor and the rent units are in Mexican mahogany.

Six high-speed electric elevators afford maximum efficiency.

The first floor contains stores opening on Wabash Avenue or Lake Street. The corner store is an exceptionally desirable one

as this corner in a short time will be one of the busiest and most valuable corners in the loop. Practically all the ground floor has been rented at a high rental for long terms of years.

The second, third and fourth floors have each about 10,000 square feet of space for rental to commercial firms, preferably those handling medical, dental, surgical and hospital supplies. The fifth and sixth floors contain a two

storied auditorium seating 1,000. This will be available for a meeting place for medical and dental societies, such as the Chicago Medical and Chicago Dental Societies, as well as Women's clubs, churches, educational organizations, etc.

THE fact that there is not today an assembly hall in the downtown part of Chicago suitable for all kinds of scientific and philanthropic organizations make it probable that the assembly hall can be rented most of the time.

(Turn the Page)





Ampacoids

(AMPULES OF AUTACOIDS)

For Subcutaneous or Intramuscular Injection.

Ampacoids Ovary, Prostate and Testicle are products of the latest researches on the chemistry of the sex autoids or hormones. They are of greatest value in all cases dependent upon gonadal hypofunction.

Ampacoids are the nearest approach to pure hormone solutions. They are free from all deleterious substances and are standardized physiologically.

Ampacoids must not be confused with ampules of ordinary gland extracts, which are deficient in therapeutic potency and are unsuitable for injection on account of the presence of proteins and other harmful substances.

The use of our trade mark *Ampacoids* will protect the physician against inferior products.



Canadian Agents
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REED & CARNICK
228-257-129 Van Wagoner Avenue
Jersey City, N. J., U. S. A.

British Agents
COATES & COOPER
41, Great Tower St.
London, E. C. 3

. This assembly hall is 60x72, covering a part of the fifth and sixth floors. The rest of these floors will be divided into small meeting halls, seating from 150 to 200 for the use of the smaller special societies, halls for the Institute of Medicine, the Chicago Medical Historical Society and others, as well as business offices for the American Dental Association, the Chicago Medical and Dental Societies, and others.

The seventh to the twelfth floors are available for commercial firms. The thirteenth to the twenty-first floors are divided into professional offices, either single rooms or suites for physicians and dentists. The north or Lake Street front, which has the north light, has been planned especially for dentists. On account of the fact that standard dental equipment needs a definite amount of space these dentist offices have been especially designed so as to contain a full dental equipment.

The Medical and Dental Arts Club, organized less than two years ago, and made up of Chicago's Medical and Dental Associations, occupies the entire twenty-second and twenty-third floors of the Medical and Dental Arts Building. On these floors will be located lounge, library, reading room, kitchen, and dining room, and other club facilities. It is planned to create a social center which will bring together the commercial, social, and professional activities of the medical and dental bodies.

In the office section, careful study has been given to depth of space from light to corridor and to make the space most flexible

to meet the requirements of tenants. Each office has an abundance of natural daylight and outside ventilation, all offices being free from suspended or exposed beams.

The plan of the originators of the building was to purchase a site on the north side and to erect a building devoted entirely to club purposes. This was found to be impractical.

After long consideration and careful search, it was found the S. E. corner of North Wabash and East Lake Streets was available. This was the largest attainable down-town site which was open to purchase. It is 100 feet on Wabash and 120 feet on Lake Street. It is within half a block of Marshall Fields, one block from State Street, one block from Michigan Avenue and one block from the new Wacker Drive.

In March, 1926, an agreement was made with the owners of this site to purchase this property for \$1,180,000. The Medical and Dental Arts Club paid 280,000 to the Chicago Title and Trust Company as first payment on the property. D. H. Burnham and Co., were retained as architects. Tentative plans and estimates for a twenty-three story building were prepared. The proposition was then submitted to S. W. Straus and Company as a basis for a loan issue.

After careful investigation, S. W. Straus and Company agreed to take a first mortgage of \$3,100,000 on the property and to issue on this a bond issue at 6% to run fifteen years. The entire bond issue was completely sold

(Turn the Page)

Capsules

**Upsher
DIGI-**

Tablets



In
Cat
Units

Tincture

**Smith
TALIS**

Infusion

In "Cat Unit" doses. Puts Digitals administration on a scientific basis. Write for booklet "Back to Withering," describing the Eggleston dosage; sent with complimentary trial package.

Upsher Smith Co.

220 Washington Ave. St. Louis, Mo.

German Health Resorts

Extend a most cordial invitation to you and your patients



BAD NEUENAHE Willibrordus Spring



WIESBADEN The Kurhaus



WILDUNGEN Fürstl. Bad-Hotel



WILDBAD General View

NEUENAHE. The famous Rhineland resort between Cologne and Coblenz.

Only alkaline Thermal spring in Germany.

Recommended in cases of **DIA-BETES, GALLSTONES, STOMACH and INTESTINAL DISEASES.**

Best entertainments—All kinds of sport—Beautiful surroundings.

WIESBADEN. The international "Riviera North of the Alps." Famous for its location, beauty and high-class entertainments, and for its health giving springs—for **DIGESTION, CHRONIC CATARRH of the STOMACH and affections of the RESPIRATORY ORGANS.** International clientele.

WILDUNGEN Near Cassel, Germany. The leading resort for the treatment of **DISORDERS of the URINARY SYSTEM.** Prescribed Diets are obtainable. Reasonable rates. "Helen-enquelle" is available for patients unable to visit Wildungen and who are to be treated at home. This water is imported by Chas. v. d. Bruck, Inc., 61 Park Place, New York City.

WILDBAD in the Black Forest. Refined resort, 1300 feet above sea level. Radio-active Hot Springs beneficial in cases of **GOUT, RHEUMATISM** and ailments of old age. Good hotels and boarding houses. Moderate prices. Excellent sport facilities. Cog-railway to the Sommerberg 2,500 ft. high. (Season: May to September.)

Reductions to Physicians and their families. For letters of introduction, free literature and further information apply to

German Health Resorts

630 FIFTH AVENUE, NEW YORK CITY
Telephone Circle 0246-7-8

For respective Mineral Waters, Salts, Pastilles, etc. apply to
SPA PRODUCTS, INC. Importers, 164 Fifth Avenue, New York.

out, in three weeks after it was offered.

An additional second mortgage was given for 430,000 at 7% to run five years. These bonds were taken by the architect, D. H. Burnham and Company and the general contractor, The Thompson-Starrett Company.

As soon as the mortgage was signed, \$900,000, the remainder of the purchase price of the land was paid by S. W. Straus and Company. The old buildings on the site were torn down, excava-

tions made and foundations put in and the erection of the building begun.

Today, the Medical and Dental Arts Building, of Chicago, with its beautiful Gothic design, stands out as a notable addition to the city. It is believed to be the first time such a center has been entirely owned by the members of the two professions, and this ownership has been made possible only by the wholehearted cooperation of the physicians and dentists of Chicago.

Is An Ex-Bankrupt's Note Good?

Reported by Lawyer Hayward



wrote.

"As you are well aware, I made an assignment in bankruptcy several years ago, and obtained a full discharge from the Court, which paid all my debts," the patient wrote in reply.

"I am well aware of your discharge in bankruptcy, but it does not pay your debts, and an honest man will settle his debts, no matter how many discharges in bankruptcy he has. Believing that you answer that description, I am enclosing herewith a note for the amount of the bill, which will give you some additional time, and if you want to do what is

right you will sign and return the note," the doctor's answer read. The patient signed the note, failed to pay, and the doctor sued.

"As the maker of the note had obtained a discharge in bankruptcy he, therefore, received no value, and the note can not be collected by process of law," the patient's lawyer argued, but the Arkansas Supreme Court in the case of Fonville vs. Wichite Trust Company, 255 S.W. 561, ruled in the doctor's favor.

"The plea of lack of consideration presents no defense, for according to all the authorities on this subject, a discharge in bankruptcy only serves to wipe out the remedy, and leaves the debt as a moral obligation, which is sufficient to serve as a consideration for a new promise to pay the debt," was the ruling of the Court.

Guiatonic

Samples and Literature on Request.

WILLIAM R. WARNER & CO., INC., 113 W. 18th St., New York

Prescribed as a restorative in all seasons—but especially to build resistance against those disorders of the respiratory tract so prevalent in Winter.

To Replenish the Fuel

of the human engine is especially important during the winter months when weather inclemencies make added demands on your patient's vitality and tend to delay convalescence.

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During the slow convalescence from infections of the respiratory tract, its restorative and stimulating effect will be gratefully felt, particularly where the digestive tract may have been fatigued by prolonged medication.

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is especially indicated in CHRONIC PROSTATITIS and CYSTITIS; in CHRONIC POSTERIOR URETHRITIS and PYELITIS. PAINFUL MICTURITION is usually promptly relieved.

Intelligently prescribed in almost every form of CYSTITIS and PROSTATITIS, results are satisfactory.

Liberal sample, complete formula and literature to physicians upon request.

STRONG, COBB & COMPANY, Cleveland, Ohio

The Doctor and His Investments

Continued from Page 19

ment of a commercial bank, there is no reason why the savings bank should not be patronized. As a matter of fact, the savings bank is theoretically safer, because it is surrounded with more restrictions and safeguards. The savings banks are meeting new competition on every side. The fast growing building and loan associations are diverting business by offering a higher return—usually 6 per cent or more. The building and loan associations as a group have an excellent record in many states, but it should be recognized that theoretically they are somewhat more speculative than the savings banks. Moreover, building and loan associations, with their funds invested solely in real estate, have their assets less diversified than the savings banks, which supplement real estate mortgages with gilt edged railroad and government bonds and commercial paper. Yet well managed savings and loan associations offer an excellent plan for systematic saving. For example, in one good company, savings of \$1. a week for twelve years will create a fund of \$200.

The new and varied sideline functions of a commercial bank are likely to make an especial appeal to physicians. Most banks will undertake to buy and sell securities for customers without adding anything to the broker's commission, which the customer would have to pay anyway. By buying through his bank, the physician passes to an expert the responsibility of selecting a reput-

able broker, and avoids the trouble of making an additional business association, which incidently might lure him into unwise speculative operations. The physician should distinguish between cases where the bank acts as his purchasing agent in acquiring outside securities and instances in which the bank acts as principal and sells its own holdings. In the latter case, the cautious physician might wish outside advice.

Other banking services can prove time savers, and thus more than pay for themselves. Through a custodian account, a bank or trust company will perform widespread financial services for a busy physician: it will accept securities for safekeeping; collect and remit income; remind the customer of maturity dates on bonds and collect and disburse the principal and interest as directed; advise customers of 'rights' to subscribe to new issue; execute orders to buy or sell securities; prepare and submit regular statements concerning the status of a customer's estate; watch for receiverships or reorganizations that affect a customer's holdings; prepare Federal and State income tax returns and attend to the collection of rents, inspections, insurance repairs, tax payment, renting or the sale of property.

The suspicious physician, who prefers to act for himself, can rent a safe deposit box in a bank at upwards of \$5. a year, depending on the size.

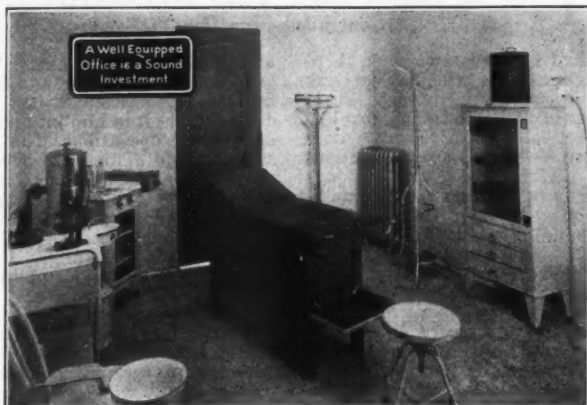
On the other hand, trusting
(Turn the Page)

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souls, who wish to go all the way in relieving themselves of investment burdens, can create voluntary living trusts, making themselves the beneficiaries. Thus a physician can protect himself against temptation to buy blue sky stocks, or to make foolhardy speculations in legitimate securities, or against other frailties to which the flesh is heir. Moreover, living trusts can be made in behalf of dependents, instead of waiting until after death to take care of relatives.

Trust companies and trust departments of banks will also act as custodian of life insurance bequests, and assume the responsibility of investment management for the heirs. Unless directed otherwise, the banks will have to comply with the ultra conservative legal requirements which guide trustees. An alternate is in leaving the funds with the life insurance company to be paid out in the form of income instead of in a lump sum. Life insurance funds are usually expertly invested at as high a return as is consistent with such fiduciary operations.

Very small national banks will actually write insurance for customers, and some state banks will. In any case, banks and trust companies will be glad to advise their customers on insurance.

The main problem is to select a progressive helpful bank, headed by a vital human personality, rather than by an ultra conserva-

tive grouch. Trial and error are the chief guides to picking out a good bank, but in this quest the physician can be guided by the advice of business men among his patients. After joining forces with a good bank, the physician should regard it as his outer office to which all monetary problems are referred. Banking is based on faith and confidence, without which there can be no banking in the modern sense. To get the most out of banks, physicians should free themselves of the delusion that all bankers are Shylocks waiting only for an opportunity to gouge them.

Ups and Downs

-a monthly review by the
financial editor

In recent months, security prices have moved somewhat out of tune with the trend in American business. As stock prices soared to unprecedented peaks, most industries actually showed recessions from the high levels of 1926. Accordingly, some observers have concluded that security buyers have been ruled by unreasoning hopes.

Of late, investors seem to have been less concerned with immediate tendencies than with an estimate of the probable average annual earning power of a corpora-

(Turn the Page)

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Clinicians **Depend** on Burnham's Soluble Iodine in Influenza-Pneumonia-Acute Bronchial-Abdominal Infections or other Toxemias. Give "to Full Effect" and it will **win your confidence.**

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SINCE 1895 doctors have used, prescribed and recommended Sal Hepatica. It is the approved laxative and cathartic for flushing the intestinal tract and for promoting internal purification.

Fortified by the addition of sodium phosphate, Sal Hepatica is an effervescent saline combination similar to the natural "Bitter Waters" of certain medicinal springs of the United States and Europe.

Sal Hepatica is an ideal preparation for the practitioner to recommend—it is efficient, palatable and reliable, and does not create a condition of tolerance.



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Sal Hepatica

Fifty Times Tested

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contains calcium and phosphorus as a calcium acid glycerophosphate, their most soluble and absorbable form. Moreover its ingredients are subjected to 50 tests for identity, purity, quality and strength, and every lot of the preparation is standardized to insure absolute uniformity.

tion under stabilized conditions. Then, with long term interest rates, which measure the wages of capital, still declining, there has been a willingness to capitalize computed earning power on a more liberal basis than in the past. Accordingly, there are no accepted yardsticks which show by rule of thumb how much a stock is worth. The speculative investor, in buying, recognizes not only present known values, but also expectations for the future. Accordingly, shares of corporations of limited earning power like the railroads sell at ten times or less present earning power. The best power and light companies sell fifteen or more times earnings. And some of the chain store stocks, which appear to make unbroken gains in earnings each year, have recently been quoted twenty times or more present earnings. New York City bank shares recently sold on the average more than twenty two times earnings.

Where stocks sell primarily on a basis of future prospects rather than on known existing values, they become essentially speculative. From a purely investment standpoint, stocks, which sell on the basis of present earnings, like the railroads, make a more conservative purchase. Moreover, shares of depressed industries—notably the oil industry—offer an escape from inflated securities.

If the present indications of the leaders of the automotive indus-

try for a record breaking year in 1928 are realized, many subsidiary industries, such as the motor and accessory trades, the steel industry, leather goods, and others will be stimulated. The financial community is inclined to expect reasonably good general business in 1928, in spite of the uncertainties incidental to the Presidential election which ordinarily reach a peak around mid-summer before the outcome of the balloting seems clearly predictable. In spite of the record breaking heights to which average stock prices have gone, Colonel Leonard P. Ayres, vice-president of the Cleveland Trust Company has prophesied that a new summit will be made this year.

A wholesome conversion of traditional bond investors into stock investors has been going on in recent years. The old financial axioms that bonds alone were suitable for investment and stocks for speculation have of late been challenged with increasing success. Edgar L. Smith and Kenneth Van Strum conducted investigations into past experience which they assert demonstrated that a diversified list of common stocks ordinarily has a margin of advantage over high grade bonds for the long term individual investor.

As this change of viewpoint is taking place, good common shares are selling at or near peak prices for all time. Accordingly, the in-

(Turn the Page)

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Because it contains every therapeutic advantage of our most effective vegetable purge.

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Because there is no trace of nauseating odor, no regurgitation, no leakage.

THROUGH years of costly research by skilled chemists, who have made the study of vegetable oils their life work, we have developed a method of eliminating those rancid, unessential, free fatty acids, which have given this justly valued vegetable purge such a malodorous reputation. Nothing has been added; every valuable quality has been retained.

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vestor should be warned that securities are attractive only at a price. Even the best cannot be safely acquired irrespective of price. Irrespective of the short term outlook, stock quotations in general are now high, and it is a dangerous time for bond investors to make belated wholesale switches from bonds to stocks. And yet many are doing precisely this.

Despite the need for extraordinary discrimination at this time, there are no clear signs

The counsel of Merryle Stanley Rukeyser, nationally-known authority on banking and investments, is now available to readers....

that the favorable conditions have spent their force. And yet, with stock prices and brokers' loans as high as they are, the need of caution is apparent. The outright buyer of the best securities is of course in less hazardous condition than the margin speculator who goes heavily in debt to buy at these levels.

The advocates of common stocks for investment purposes recognize the need of waiting for the propitious moment to acquire securities. Mr. Van Strum says: "It was seen that if the common stock investor was granted a small amount of investment intelligence—enough discretion so that he would not invest all of his money when stock prices were conspicuously high—the stock investor would receive far better returns than the bonds investor, both in actual dollar returns and in purchasing power."

And Mr. Smith says: "We have not touched upon the opportuni-

ties open to investment management at different stages of shorter economic cycles, through shifting from common stocks representing equities into maturing obligations and thereafter returning common stocks."

Answering the common stock advocates, Lawrence Chamberlain bond authority says: "It appears that the traditional policy of relying at all times and exclusively on high grade bonds may prove inexpedient in certain stages of the business cycle and during an upward swing in the secular trend (the line showing normal rate of growth or recession in a country). At the same time the recent contention that common stocks as a class are better long term investments than bonds seems unjustifiable since it is based on the assumption that the

Send inquiries to Financial Editor, MEDICAL ECONOMICS, Rutherford, N. J., and please enclose a stamped, self-addressed envelope.

secular trend in the future will continue upward.

"The investor may adopt a policy of 'switching' items in his security list in order to accommodate it to changing economic conditions that may in no way impair the internal credit position of his holdings but that may affect the market for them.

"A—At the bottom of the business cycle, high grade bonds may be sold and speculative bonds or common stocks may be bought.

"B—At the top of the business cycle speculative bonds and common stocks may be sold and high grade bonds bought."

— As a diuretic and cardiovascular remedy — prescribe —

Theocalcin Tablets

(Theobromine-calcium salicylate — 7½ grains each)

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Sincerely,

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(Formerly Known as Oxy-Crystine)

The saturated saline solution laxative producing speedy, efficient bowel elimination without "griping," "costiveness" or "habit formation."

Partly hydragogue in character, it lessens the eliminative burdens born by the liver, kidneys and skin.

This is the season of the "Common Cold," of indoor confinement, with the slowing down of body functions.

"Elimination" is the word to conjure with, in torpid liver, intestinal fermentation and putrefaction, neuritis, neuralgia, rheumatism.

As a suggestion try Occy-Crystine.
Samples and literature on request.

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Please send me a sample of Occy-Crystine prepaid and without charge. ME-1

Dr.
Address.
.....
.....

The Name, Please?

Continued from Page 13

Did you want to make an appointment or did you have one?"

And to either question, she adds, "Well just be seated, please and I will take your name, address and so forth."

Standing by the patient and talking low, she asks the necessary questions, writing them down on a card held within her appointment book, explaining that it saves the doctor's time as well as the patient's and gives the patient more chance to talk when seeing the doctor if these preliminaries are over.

Then slipping out of the room, she consults the doctor, leaving the card with its data for him, and returns to set an hour for the patient then or later. Carefully recording it in her appointment book, she gives the patient the reassured feeling that he is receiving special attention rather than unpleasant publicity.

When the patient is ushered into the doctor's office, he does not have to repeat all this data because the doctor has the card before him. It becomes much easier for both patient and physician. A greeting by name is possible and all awkward introductions are dispensed with.

This same card is used to get other information regarding the case—the patient's history—details of his ailment or complaint being put down as the doctor hears them.

These cards are filed away alphabetically in a regular filing index and are consulted each time the patient calls, data being added as is necessary. Thus the

cards furnish a complete history of each case as well as a record of the account of each patient, helpful when bills are being made out.

Of course, there are many systems of indexing, filing and cataloging that doctors may use, but the simplest system is always the best. That is the one likely to be favored by the busy physician, who usually has only one assistant, office girl, book-keeper and secretary combined. And if a doctor has no attendant, a card index is certain to be of help, saving him from the habit of jotting down various "memos" here and there, that are likely to be missing when most needed!

In this regard I am reminded of a physician who is particular to the finest degree in his medical practice but heedless of office detail. Consequently he is constantly annoyed, and annoys patients likewise hunting for names, addresses and data that he has jotted down somewhere. Valuable time is consumed during the rush of his office hours while he searches for some slip of paper, and he invariably ends up by remarking, "Well I guess I'll have to write that down again" or "If I am to call in the morning I'll have to jot your address down. I guess I've mislaid it."

This habit sometimes makes patients feel that a doctor does not bother much about them, when in reality he may spend much time in careful study. System pays in every office, whether it is the professional or the business man's office.

IN CORYZA, LARYNGITIS, LA GRIPPE, INFLUENZA

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When Prescribing a Laxative for Expectant Mothers

Supreme mildness—combined with that effective action so many mild laxatives fail to give—these two qualities render Feen-a-mint an ideal laxative during pregnancy.

For it is of the utmost importance in this delicate condition that pelvic congestion with consequent reflex stimulation of the uterus be avoided.

Phenolphthalein does not cause griping—which is due to contractions of the intestinal walls on hardened masses in the intestinal tract—but on the contrary increases the normal secretions of the

intestines to such a degree that the contents are softened to a normal consistency.

Feen-a-mint, the chewing gum laxative, is based on the observation frequently made, that a minimum dose of phenolphthalein attains a maximum of efficiency when administered so as to obtain distribution over a large portion of the intestinal mucosa.

A request upon prescription blank or professional stationery will bring

you a supply of Feen-a-mint—implying no obligation on your part whatsoever.

Feen-a-mint
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INFLUENZA and PNEUMONIA

During this season of the year you are called upon many times to combat these diseases. If

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are included in your armamentarium, your patients will reap the benefit. These remedies are being used successfully by many other physicians. Why not add them to your materia medica? You will be pleased and your patients will be benefited.

Samples and literature on request

EIMER & AMEND

Established 1851

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NEW YORK

77 Years of Faithful Service

Everybody's Business

Continued from Page 35

laziness and make it easy to accept ready-made opinions. Many of us at present do not object to giving up our freedom to think, but we are determined that no one shall take away our freedom to drink. Respect for law has become a matter of convenience and comfort. Legislation is good when it restricts the other fellow.

The factors that brought up distress in the past were not recognized until their consequences were felt. Inflation comes in a variety of disguises. Certain elements were inflated in 1907, different ones in 1921, and still others today. Since our last depression bank loans have risen ten billion dollars. Investment holdings in these banks have increased seven billion dollars. Loans to stock exchange brokers have jumped from less than a billion dollars to four billion.

Just as I might have presented a far greater array of optimistic facts in the beginning of this discussion, so I might add a dozen additional figures to support the

thought that we now have an inflation of many important elements. In the glare of a few amazing developments in recent times, we are likely to lose our perspective. A person investing \$10,000 in our ten largest companies operating chain stores, placing one thousand in each of the ten in 1912, would now have an investment worth approximately \$300,000. Doubtless a similar story may be written 15 years from now about some entirely different group of stocks.

As to what is going to happen in the meantime is a question that not one of us can answer with certainty. But we can at least see both sides of the story. The higher we climb, the more care we must exercise. Figures can be correct and their interpretation wrong. So long as we are governed by our emotions rather than by cold logic, we may well doubt that the millennium in business has arrived. Let the hand of caution continue to control.

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Union of magnesia with excess of acid results in an aperient action which sweeps the intestines free of sour, indigestible food.

Where ordinary cow's milk forms dense curds, the antacid properties of Phillips Milk of Magnesia are supplemented by its value as an eliminant of curds which have passed too far along the intestinal tract to be absorbed.

Phillips Milk of Magnesia is prescribed by physicians throughout the world because children take it easily, and it gives best results without unpleasant after-effects.

A given quantity neutralizes four times as much acid as a saturated solution of sodium bicarbonate, and fifty times as much as lime water. An additional advantage is that Phillips Milk of Magnesia contains no carbonates and does not distend the stomach or cause flatulence of the bowels.

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CAUTION. The physician is advised to beware of imitations of "Phillips' Milk of Magnesia." Kindly prescribe in original 4-ounce and 12-ounce bottles, obtainable from druggists everywhere.

"Milk of Magnesia" has been the U. S. Registered Trade Mark of The Charles H. Phillips Chemical Co. and its predecessor Charles H. Phillips since 1875.

Prepared only by

The Charles H. Phillips Chemical Co., New York and London

A New Course for the Medical Faculty

Continued from Page 12

I can readily understand why many colleges of medicine are requiring more work in English as an entrance credential. I sometimes feel that the English in our secondary schools is neglected for other less useful and cultural subjects, thereby depriving many of one of the most important vehicles, if not the most important, of receiving and disseminating knowledge.

There is no question but that college courses would be far more comprehensive and valuable if a more thorough knowledge of English was required on entrance.

Will our medical faculties, adopt themselves to those needs? They must, if our future physicians are going to start out unhandicapped.

Was It Gambling?

Reported by Lawyer Hayward



THE owner of the stock in the Popular Drug Corporation was trying to sell it to the local doctor.

"I'm so sure that this stock'll go up that I'll agree to buy it back from you at my selling price at any time inside of a year," the seller offered.

"You've sold me your shares on those terms, if you'll put it in writing," the doctor agreed.

"Yes, but I want a clause put in that at any time during the year I can tender you the price that you're paying me now, and then you'll be bound to sell back to me at that price, for I'm dead sure it's going up," the seller countered.

"I can't object to that, either," the doctor concurred, "for it's a poor rule that won't work both ways," and the deal was closed.

Ten days before the end of the year, the doctor found that the stock was down 8 points, and demanded the seller take back the stock at the original price.

"Nothing doing," the seller asserted. "The Illinois Criminal Code provides that 'whoever contracts to have or give to himself or another the option to sell or buy, at a future time, any grain, or other commodity, or stock of any company shall be fined and all contracts made in violation thereof shall be deemed gambling contracts and shall be void,' our contract was a gambling contract, and, therefore void."

"Yes, but that don't apply to cases of real sales," the doctor contended, the Illinois Supreme Court ruled in his favor, and upheld the contract.

"The contract discloses that the stock in question had been purchased, and that the seller agreed to repurchase from the buyer upon demand, at the price specified. Under the cases referred to, this is clearly not such an optional contract as comes within the provisions of the Illinois Criminal Code," said the court.

NEURALGIA AND NEURITIS

B

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Powder—and—5 grain tablets Five to ten grains every hour or two
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Magnesia-Oil

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An Emulsion of
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Formula

Each Tablespoonful Contains
Magma Mag. (U.S.P.) $\frac{3}{4}$ iii
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During Convalescence
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INFLUENZA
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PNEUMONIA

Phosphorcin increases the body resistance and renews the vitality and strength of your run down patients. By supplying phosphorus to the impaired nerve cells, it hastens convalescence.

A scientific combination of the glycerophosphates with nux and pepsin, and containing no sugar or alcohol, it may be given for a long time without gastric irritation.

Dose: 2 drams in water t.i.d.

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When hepatic secretion is suppressed, in whole or in part, the process of digestion ceases to work smoothly and after a time the sufferer seeks professional advice.

Among the several agents recommended

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A Preparation of Chionanthus
Virginica

has won a position of prominence. It has been in use for so many years that practically the entire profession is acquainted with its value as an hepatic stimulant. Prepared exclusively for Physicians' Prescriptions.

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It is a fact that the combination of the five Bromides of Potassium, Sodium, Ammonium, Calcium and Lithium presented in a pure and eligible form has decided advantages over the single salts.

The bromide treatment gives better therapeutic results through the use of

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BROMIDES**

than is possible with the single salts.

Each fluid drachm contains 15 grains of the purest bromides of potassium, sodium, ammonium, calcium and lithium.

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We will be glad to send a liberal sample of either or both of the above products to any physician returning this coupon with his Prescription blank.

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St. Louis, Mo.



KNEE JERKS

[(Supply your own kick)]



The Doctor Nobody Knows

[By Heywood Brown
in the New Yorker]

THE perfect physician will have to be a genius to begin with and then work up from that point. Unless he knows something in addition to doctoring he must fall short of the ideal. Medical men complain with some justice that listening to patients is pretty dull business, but for that matter so is listening to doctors.

A large proportion of all the ailing people in the world suffer from an unbalanced ration of ideas and surely the best remedy for bad ideas is better ones. That is where the doctor falls down. This patient has indigestion because the stock market moves against him. Well, it should be the doctor's business to give red-hot winners. . . Moreover, a doctor ought to have a good line of conversation, a few puzzling card tricks and a joke or so that has not been heard before. He should be entertaining as well as instructive.

To sum up the whole thing, the doctor nobody knows is a combination of Baruch, Beecher, Don Juan, Houdini, Mencken and Ed Wynn. He is not practicing in New York at the moment.

A thoroughly scientific and well-informed physician may well be the worst healer in the world.

You see Art has a tendency to put on its hat and coat when Science comes in at the door and the great healer is an artist. . . If you want to talk about books, operas or comedies your personal physician is almost the last person in the world with whom to engage in conversation.

This is not just a perverse dumbness on the part of the doctor. He is a poor horse on a treadmill and every time he catches up with the latest medical thought the damn thing moves forward from under him and he has to race all over again. But what shall it avail a doctor to gain the whole world of scientific knowledge and lose his own soul? The answer from the patient's standpoint is "Precisely nothing." I would just as soon go to a lawyer who seemed to me a dunce and a bigot beyond the limits of his profession but unless a physician is a swell fellow he isn't much of a doctor. . .

While we are allocating blame for the fact that the ideal physician is the doctor nobody knows, it might be a good idea to look for a moment at the medical schools. To be sure the fellow just out of law school is not yet an accomplished barrister and engineers both civil and mining have plenty to learn even after they have received their sheepskins. Still they are better off than the young medico. He stands almost naked after gradu-

(Turn the Page)

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ation. He hasn't even started to be a healer. Is there a single medical school in the country which gives a course called Bed-side Manner (Elementary and Advanced)? You know there isn't and yet this is the very stuff upon which sickness or health depends. And perhaps it is not irrelevant to suggest that the financial success or failure of the fresh-faced interne may depend upon just such matters.

As a confirmed hypochondriac I have made it my business to go round trying to trap doctors into saying injudicious and tactless things. I have succeeded beyond my wildest expectations. Of course I don't exactly want to have them scare me, but still the fun lies in frolicking around with fire. There was, for instance, good Doctor M. He knew his electrocardiograms but apparently he had never heard of the psychological factor called suggestibility. Somewhere between the waist and shoulders I had felt a pain. It wasn't a severe pain but it was unlike any which I had known before and naturally I was inclined to associate it with some mortal illness.

"Doctor," I asked him in some trepidation, "what are the first symptoms of angina pectoris?"

He laughed with good-humored heartiness and answered, "Why,

sometimes the first symptom is that the patient drops dead."

I have had angina ever since just because Doctor M. saw fit to crack jokes with a patient who had no sense of humor.

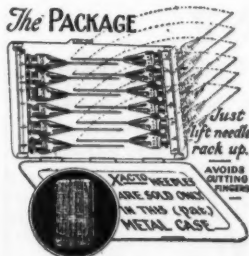
And there was Doctor L., also skilled and eminent, who eaves-dropped all over my chest with an educated ear and gave his verdict that my heart was sound and even brilliant. He had by this time amply earned his ten dollars and I was all set to go and worry no more for at least twenty-four hours. But he would have his fling. As I fumbled for the door knob he said, "I wish you'd do me a favor."

I said I would.

"Well, then, will you please leave me your heart in your will? It's really a very interesting organ."

"That's a bequest which very likely you won't live to enjoy," I answered coldly, but I was not as much at ease as I seemed. He had planted in me the vague suspicion that he had been less than frank in his diagnosis. . .

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